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For Immediate Release

Media Financial Management Association and Creditsafe Partner to Offer Credit Reports to Association Members and Media Companies

January 7, 2025 – The [Media Financial Management Association](#) (MFM), a professional association that serves financial professionals in the media and entertainment industry, and Creditsafe, the global leader in credit risk and business intelligence, today announced a strategic partnership designed to help businesses in the media industry take a more data-driven approach to credit risk management. Through the partnership, MFM members can access [Creditsafe business reports](#), media industry reports and additional credit risk management services at preferred pricing.

The partnership, which officially launched on December 2, 2024, also offers valuable insights and trends gleaned from the association’s proprietary Accounts Receivable data for advertising agencies and individual advertisers. By doing so, MFM members can effectively spot patterns early and make decisions that protect their cash flow *and* grow the bottom line.

“MFM has offered its media companies credit reports for more than four decades through the Broadcast Cable Credit Association (BCCA),” said Joseph Annotti, MFM president and CEO. “Our partnership with Creditsafe enhances our ability to provide MFM members access to the best credit bureau data on the market at the lowest possible price. Moreover, the additional benefits members will receive in terms of technology tools that can dramatically improve the management of their A/R data, make the partnership even more valuable to media companies and makes membership in MFM more attractive than ever.”

Matthew Debbage, CEO of the Americas and Asia at Creditsafe, said: “Partnerships are an important part of our long-term business strategy. MFM is a highly respected industry organization, and we see tremendous value from partnering with them. We firmly believe that data provides the most valuable insights and context into a company’s financial health. This partnership allows us to scale our data-focused goals to help businesses in the media industry.”

As part of the partnership agreement, both organizations are committed to maintaining all data in a highly secure environment and complying with all U.S. anti-trust regulations and standards.

Media companies interested in learning more about MFM membership and access to the association’s credit report service should contact Arcelia Pimentel, Director of Membership Development & Corporate Partnership, at Arcelia.Pimentel@mediafinance.org.

About MFM:

The Media Financial Management Association (MFM) is a not-for-profit professional association dedicated to the unique interests and needs of business and finance executives in the media and entertainment industry. More information about MFM is available on its Web site: <https://www.mediafinance.org> and via its updates on [LinkedIn](#), [Facebook](#) and [X](#).

About Creditsafe:

Creditsafe, the global business intelligence experts, are the world’s most used providers of business reports. Today 120,000 customers globally depend on Creditsafe to make critical business decisions. Using real-time data from over 9,000 sources across 160+ countries Creditsafe provide its customer with clarity over their commercial landscape, allowing them to confidently optimize risk within their business.

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