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USAID STRENGTHENING MEDIA SYSTEMS PROJECT

USAID's Strengthening Media Systems project (SMS) is a four-year, \$6.5 million activity that supports increased media independence by enhancing the financial sustainability of Serbian media. SMS is helping Serbian media system actors, by improving the business enabling environment in media.

ACTIVITIES

- Identifies key regulatory and media market development issues with the goal of facilitating dialog and cooperation between media, advertising, financial, IT, and other related industries
- Supports innovative business approaches, content monetization, development and implementation of new digital tools, and business networking and cooperation

RESULTS

- Developed a Business Media Network to create conditions for a fair digital media market, developed and promoted new and innovative business models, improved media-related regulation, and harmonization with the EU standards, improved the operations of regulatory and self-regulatory bodies, and established market data collection standards
- Helped establish the development of the National Association for Ethical Standards in Advertising (NAESA) which ensures and promotes the implementation of ethical standards in advertising and marketing communications
- Organized a hackathon which supported local media and technology companies' efforts in developing sustainable podcast concepts and digital platforms
- Organized a "Media Accelerator" program which provided business development grants for

media outlets interested in developing a digital business model

- Helped local media outlets with content management and digital marketing, which increased their overall audience
- Trained media outlets to ensure compliance with new EU General Data Protection Regulations which were enforced in Serbia on August 21, 2019

ADDITIONAL INFORMATION

PROJECT FUNDING

U.S. Agency for International Development
(USAID/Serbia)

PROJECT IMPLEMENTATION

International Research and Exchanges Board
(IREX)

KEY COUNTERPARTS

Media stakeholders

PROJECT SPAN

Nationwide

PROJECT DURATION

September 2017 – September 2021

TOTAL FUNDING

\$6,493,591

CONTACT

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