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## MEDIA INNOVATION PROJECT

The Media Innovation project is a five year, \$13.9 million activity that will improve the economic sustainability and business development of Serbian digital media and communication providers that support public access to fair, accurate, and relevant information. The project is a joint initiative of the U.S. Agency for International Development (USAID/Serbia) and Swedish International Development Agency (SIDA).

### ACTIVITIES

- Develop innovative, sustainable, forward-looking business models for project beneficiaries, and help them to accelerate their growth and revenues, access cutting-edge technologies, utilize AdTech Value Chains, prepare for investment, and access loans or other types of traditional or non-traditional commercial financing.
- Utilize USAID and SIDA funds as seed and catalytic capital to incentivize and attract firm-level financial or high-tech investment for project beneficiaries or mitigate investment and financial risks.
- Improve project beneficiaries' access to finance and their investment readiness, increasing their attractiveness for, and utilization of, commercial financial and investment institutions.

### EXPECTED RESULTS

- Improved competitiveness of project beneficiaries through an upgrade of their business and managerial skills in line with the 21st century digital markets.
- Increased project beneficiary access to investment capital and development finance.
- Increased project beneficiary access and ability to utilize next generation networks (5G and IoT), apply cybersecurity and cutting-edge technological solutions to gain a competitive market edge and increase their market share.

## ADDITIONAL INFORMATION

### PROJECT FUNDING

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

Swedish International Development Agency  
(SIDA)

### PROJECT IMPLEMENTATION

International Research and Exchanges Board  
(IREX)

### KEY COUNTERPARTS

Media, information, and digital sector stakeholders, including startups and entrepreneurs, financial sector, and impact investors.

### WHERE WE WORK

Nationwide

### PROJECT DURATION

January 2022 – January 2027

### TOTAL FUNDING

\$13,902,274.00

### CONTACT

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