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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 – February 2022

### TOTAL FUNDING

\$6,493,591

### CONTACT

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### Social media:

<https://www.facebook.com/OdrziviMediji/>