



USAID
FROM THE AMERICAN PEOPLE



MEDIA INNOVATION

Media Innovation is a five-year activity being undertaken in partnership with the Swedish International Development Agency (SIDA) that will improve the economic sustainability of Serbian digital media and communication providers which are dedicated to supporting public access to fair, accurate, and relevant information. By assisting select providers to transform their businesses, improve their access to finance, facilitate their investment readiness, explore technological diversification, and leverage USAID and SIDA support to attract third-party investment, the activity will increase informed citizen participation, thereby increasing the resiliency of democratic actors and contributing to USAID's overall goal of a more prosperous and democratic Serbia committed to European integration and self-reliance.

ACTIVITIES

- Drive transformation and growth across Serbia's information ecosystem by leveraging technological innovation to accelerate business development, enhance revenue generation, increase audience loyalty, utilize adtech value chains to better understand their audiences, promote new investment, and facilitate 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 to mitigate investment and financial risks.
- Increase access to finance and improved investment readiness for media ecosystem partners thereby enhancing their attractiveness to commercial financial and investment institutions.

RESULTS TO DATE

- Increased the revenue of project partners by more than 39 percent since January 2022. To date, they have generated close to \$3.5 million in revenues.
- Increased project partners' access to investment capital and development finance. To date, they have obtained more than \$168 thousand USD in leveraged investments;

- Increased the market share of 67 percent of project partners by more than 10 percent and their ability to utilize next-generation data analytics and network solutions to gain a competitive advantage.
- Improved the competitiveness of project partners by enhancing their business acumen and strengthening their managerial skills.

ADDITIONAL INFORMATION

PROJECT FUNDING

Co-funded by the U.S. Agency for International Development (USAID/Serbia) and the 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

CONTACT

Evan Tracz
Kralja Petra 44
11000 Belgrade, Serbia
Website: <http://www.irex.org>
Social media:
<https://www.facebook.com/Mediji.Inovacije>