



## Market

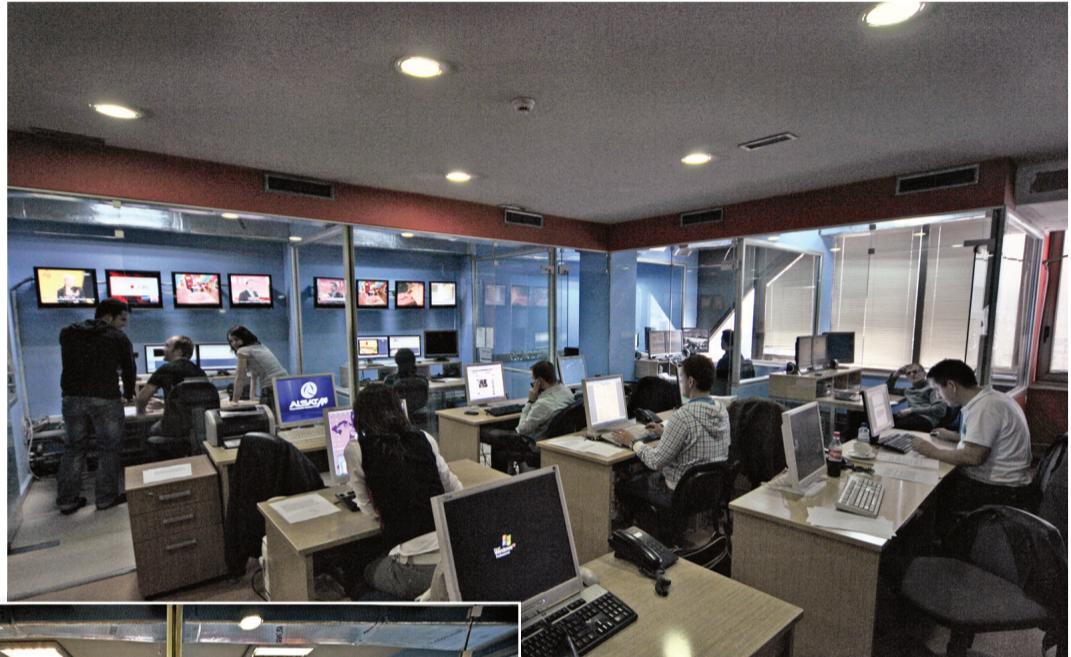
Alsat-M is a commercial TV with a national license for terrestrial broadcasting on the whole territory of the Republic of Macedonia. It is the only national commercial TV which broadcasts its 24/7 programs bilingually, in Albanian and Macedonian language, with the primary audience target of ethnic Albanians in the country. TV Alsat-M has agreements with all key cable- and IPTV-operators in the country, its programs being transmitted through two major cable operators in Kosovo.

## Achievements

According to the AGB Nielsen Media Research people meters' rating system operating in Macedonia, TV Alsat-M is the leader on the national market with the average share of Albanian ethnic TV audience for 2008 that achieved 13%, compared to the second best national TV in Macedonia reaching 7% of the same audience segment.

Primetime news editions have usual audience ratings around 15%, with audience share often close to 30-40% of the targeted viewers. Other political programs, including weekly talk-shows and specialized programs on business, economy, children, agriculture, various segments of industry (IT, automobile, PR etc.) represent TV's influential tools on national media market. For instance, during the special TV Debate for the presidential elections in Macedonia in April 2009, the number of viewers reached close to 240,000 viewers (of which approx. 110,000 being ethnic non-Albanians), which was the overall second best-viewed presidential TV debate during the elections among 7 national TV channels in the country.

Since its establishment in 2006, TV Alsat-M regularly receives the highest professional awards and honours for promotion of professional and media standards and fostering democracy in the



## Product

Alsat-M's program scheme is consisted of TV programs with highest production and content quality with a large percentage of its own production. Although 30% of the aired program belongs to foreign serials and movies, with the additional 15% of entertaining content and 10% of sport, its special accent is placed on informative programs, with five daily editions of Daily News (four in Albanian and one in Macedonian language).

Alsat-M produces or broadcasts a variety of entertaining, educational, documentary, children and sport programs. Its "Big Mama's Show", broadcasted every Monday in the latest three seasons, has a share of 30-45% among the female viewers, while the average rating is usually above 15%. Regular daily children serial "5+" is the most watched, domestically produced TV program for kids in Albanian language in Macedonia. In 2008, Alsat-M was the exclusive holder of the UEFA's European Soccer Championship TV rights for Macedonia and, for the latest three years, Alsat-M is the Bundesliga exclusive TV broadcaster for Macedonia, being the only TV in the country that enables the audience to select sport commentators in Albanian or Macedonian language on one of the two offered audio channels.

The quality of TV Alsat-M's Internet web site ([www.alsat-m.tv](http://www.alsat-m.tv)), presented with parallel Albanian and Macedonian language versions, goes together with the overall quality and daily dynamism of the TV. Our web site is the most visited media site in Albanian language in Macedonia, being one of the main sources of information on Macedonia for the wide ethnic Albanian Diaspora internationally.

## Recent Developments

With 170 employees - mostly young professionals both in creative and technical sectors of the company, Alsat-M's staff represent an affluent combination of experience, dynamism and skill. Continual education and training of its human resources enables the TV to stay on the top of the professional and technological developments in the industry. Through a constant co-operation with the

country. *Inter alia*, Alsat-M was awarded the European Union's Annual Award for promotion of Intercultural Dialogue in the Country "Jean Monnet" for 2008, UNDP's Annual Media Award on Poverty Treatment and Poverty Reduction in the country for 2008, European Union's Special Reward for Promotion of Democracy in the country for 2008 etc.

Among all TV channels operating in Macedonia, TV Alsat-M was selected as a **Superbrand for 2009**, voted as a leading TV brand on Macedonian television market by *Superbrands International*, a global branding authority currently present in 84 countries worldwide.

## History

TV Alsat-M, established in 2006, is part of the VEVE Group's media extensions in Albania, Kosovo and Macedonia, owned by one of the most powerful ethnic Albanian businessman on the Balkan, Mr. Vebi Velija. The TV in Skopje, Macedonia, was founded few years after a similar TV was established in Tirana, Albania, preceding the beginning of Alsat TV in Pristina, Kosovo, intended for 2010. This system of three TVs would be a powerful media and market leverage covering the Balkan region populated by ethnic Albanians. With its cultivated, modern and progressive editorial and TV content, it should complement regional developments in support for better integration of the Balkans into the Euro-Atlantic mainstream.



Founder of Alsat-M TV,  
Mr. Vebi Velija

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 Official Broadcasting Partner



leading educational institutions in the country, Alsat-M provides an educational platform for acquiring a practical knowledge for the students and scholars in the areas of journalism studies, TV production and programming abilities and PR/Marketing expertise.

Being part of the wider regional Alsat TV network broadcasting, primarily in Albanian language, with sister-TVs in Tirana (Albania) and Pristina (Kosovo), our TV in Skopje is naturally oriented on regional co-operation and professional liaison. In October 2008, Alsat's TV stations in Skopje, Tirana, and Pristina performed simultaneous live broadcast through the regional network of optic cables from the three Balkan capitals, symbolically marking the start of the regional Alsat TV network. In this regard, in 2009/2010, Alsat TV intends to expand in the above described direction in the Balkan area, "covered" by Albanian language. With unique professional, technical and TV production/programming potentials in the region, combined with our profound local market expertise and socio-political knowledge and influence, Alsat-M's regional orientation is both natural and necessary.

**Promotion**

Being a TV company, Alsat-M's most important tool for promotion is its own TV program. To prove its market dominance in a very competitive Macedonian TV environment (there are 7 national TV channels and several dozens of local, satellite,

and cable TVs in the country, all of them competing on a market of 2 million people), Alsat-M has a well developed promotion strategy based on its brand visibility, keeping its prudent and fair business and editorial principles, and through a constant interaction with its consumers and business partners. This strategy results in a constant growth of Alsat-M's material and social capital, with increasing customer loyalty and market acceptance.

**Brand Values**

TV Alsat-M's strategy and brand value is built around several essential elements: Albanian/Macedonian bi-lingual program with diverse and quality content, interactivity with the audience and self-made productions, followed by highest standards in TV journalism and informative programs. These efforts are coupled with continual education and training of the TV's staff, as well as the most modern TV technology relative to the TV's size and ambitions. Through its programs, Alsat-M offers constant values equivalent to the needs of a modern democratic society and individuals dedicated to tolerance and multiculturalism of Macedonian and global reality. Through its efforts in its professional daily engagements to act as a socially responsible company, Alsat-M is in a continuous pursue of TV creativity and journalistic excellence that resonates with its devoted audience.

[www.alsat-m.tv](http://www.alsat-m.tv)



**THINGS YOU DIDN'T KNOW ABOUT...**

**Alsat-M**

- Alsat-M TV is a unique TV station in the region, simultaneously broadcasting most of its programs in two languages, Albanian and Macedonian.
- In 2008, Alsat-M TV broadcasted the European Football Championship, being the first privately-owned TV station in the Balkans which obtained media rights from UEFA to broadcast a European Football Championship.
- The owner of TV Alsat-M, Mr. Vebi Velija, the Manager; Mr. Saso Ordanoski and the Editor-in-Chief, Mr. Muhamed Zeqiri, were listed in 2008 among the "100 most influential people in the country" by "Globus", the leading weekly news magazine in Macedonia.
- Latest two annual awards "The best Sport Desk in Macedonia" presented by FFM (Football Federation of Macedonia) were awarded to the Sport's desk of Alsat-M TV.

