



**your favorite (web) site**

**Market**

IDIVIDI is one of the most visited and most readable information portals on the Macedonian web space which has been constantly enriched with 200 new contents that generate at about 90 000 visits.

Current world news, daily home news, news from Showbiz, Sport news, science news, technology news, medicine news, as well as daily service news is included in the variety of contents that IDIVIDI offers to its visitors.

Being part of IDIVIDI, the services with its concept provide interaction, search, sharing contents, education and fun for every visitor.

IDIVIDI is a portal that informs the youth, as well as the elderly, always following the current events.

**Achievements**

Today, IDIVIDI represents modern information portal which throughout the years has grown from a pioneer on the Macedonian web space into a recognizable brand and a synonym of fast and timely informing. What made IDIVIDI different from any other portal are undoubtedly the long years of experience, as well as the dedication towards its visitors and the tendency to be one step ahead from the others. The modest figures of only several thousand visitors in 2004, could not even from far predict that the unreachable figure of 100.000 visitors will become reality.

Taking the first place, according to a recent survey, conducted by many marketing agencies including the Macedonian media institute, represents a confirmation and a proof that IDIVIDI is undoubtedly an acknowledged brand, portal number 1 and also it confirms the quality of its contents.

The aspiration always to help everyone, everywhere and in the true moment with timely information, enriched IDIVIDI with many acknowledgments for its successful cooperation with charities as a supporter of this kind of activities.

**History**

IDIVIDI did not appear incidentally on the web space nor accidentally. Also, in 1999 as part of the



Macedonian Telekom, the first portal was activated: www.mt.net.mk, on which besides the user's information they as well published daily news, while the number of Showbiz news was very small. At the same time, this was a pioneer step for Macedonia when it comes to internet portals.

In 2004 the portal www.mt.net.mk was given to the corporative web page of MT net, and the new name IDIVIDI was selected for the new special portal, recognizable by the logo-“walking man”.

The authentic idea for the name came from the aspiration to walk, to seek and discover new information. IDIVIDI was the real choice because is a palindrome of words which is easy to remember and an expression that is unconsciously part of our everyday language.

By launching the new portal, there was a

promotion of the new eventful concept of the portal. In the years to come until today, following users' habits, requests and preferences, IDIVIDI always satisfied visitor's aspirations by enriching the eventful concept and the quality of the contents. IDIVIDI oriented itself towards creating news for everyone in any time.

The electronic against the press media, provided innovative and special modes of communication that made IDIVIDI the first recognizable “herald” of modern time.

**Product**

Good portal clarity in combination with interesting subjects, assigned for wider population, contributed to create a kind of information database which was distributed in different thematic areas which are easily available to every visitor.

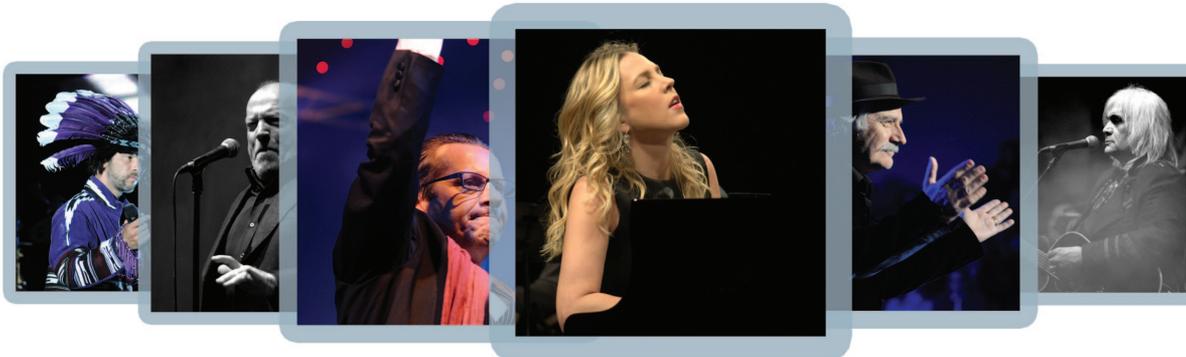
The portal publishes news in English and Albanian language apart from the contents in Macedonian language.

Besides being rich information storage, IDIVIDI is the first portal that introduced 15 web services and they are the following:

Webmail.t-home.mk is a free e-mail service assigned for every user who wants to create their own e-mail address, while Web.maxtv.mk is an ideal place for live programme broadcasting on more than 20 Macedonian TV channels which are included in the MaxTV services of T-home.

Multibox.idividi.com.mk and myvideo.idividi.com.mk are services

**Greatest concert gallery**





for video contents, while [forum.idividi.com.mk](http://forum.idividi.com.mk) and [chat.idividi.com.mk](http://chat.idividi.com.mk) provide free discussion on different subjects. For those who prefer spending their time in playing online games there are the services [maxarena.idividi.com.mk](http://maxarena.idividi.com.mk) and [games.idividi.com.mk](http://games.idividi.com.mk). True admirers of photography, on the other hand, can share their creative vibration at [foto.idividi.com.mk](http://foto.idividi.com.mk). As for special occasions like birthdays and holidays, there are electronic cards which in any time can be sent at your desired destination through [ecards.idividi.com.mk](http://ecards.idividi.com.mk).

The service [malloglasi.idividi.com.mk](http://malloglasi.idividi.com.mk) it's on disposal to everyone who wants something to sell, buy, and offer, or to everyone interested in any kind of service or simply wants to publish any kind of advertisement. [edukacija.idividi.com.mk](http://edukacija.idividi.com.mk) serves for on-line education purposes through the multimedia courses, while the dictionary is one of the most visited services that provide bilingual translation of seven foreign languages.

There are several on-line cameras which provide 24 hours live broadcasting from attractive locations in Macedonia. Throughout the electronic issue of the phone directory, [imenik.telekom.mk](http://imenik.telekom.mk) you can easily get access to the phone numbers of private and business users of Macedonian Telekom.

The purpose of these services is to provide a virtual place where our visitor can use their spare time in interaction with other visitors, watching and publishing videos, following live programmes and etc.

IDIVIDI also has got its own marketing space which is on disposal to every client interested in using one of the most read portals in Macedonia as a channel for individual promotion.

## Recent Developments

Following sophisticated tendencies, the creative team of IDIVIDI is in continual search of new methods in order to be interesting and up-to-date for its visitors.

Along with its staff and collaborators in the last few years we managed to build the image of a modern brand. The collaboration with news agencies, magazines, specialized trade magazines, portals, columnists, interviews with famous people from Macedonia and abroad too, placed IDIVIDI on the pedestal of the most read portals in Macedonia.

Starting from 2010, IDIVIDI created its own web page on Facebook, which is being constantly updated with new information.

In the beginning of 2012, IDIVIDI has more than 41,500 Facebook members, of whom more than 20 % are constantly active during a week. Every month, IDIVIDI in average has 2,700 new members. The contents which are published on this web page are mainly those which have already been published on the portal. IDIVIDI, on Facebook is enriched with additional activities too, as for example, sharing information and opinions with readers, informing about different events, or awarding tickets for the cinema and theatre, sharing photographs, music and etc.

Main goal when managing the "fan" page is to follow and satisfy fans' interests and needs, as well as to encourage mutual communication.

In the following period, IDIVIDI plans to renew the portal layout by introducing new eventful contents and activities, in order to get closer to its users and at the same time, to attract new ones.

Monitoring the trends of using the internet on the move, as well as the growth of smart mobile gadgets, IDIVIDI provided mobile applications for a number of its contents. For the users of iOS and Android mobile phones and tablets, applications are already available such as: IDIVIDI Dictionary and IDIVIDI Horoscope, phone directory, and the programme guide for the MaxTV service of Macedonian Telekom, Press@Mobile for latest news and geo-location applications like SK Parking Lot, "Avtobusko" and "Zlatna Kniga" (Golden Book) for simpler navigation, getting around and travelling. Every application is available on Apple App Store and Google Android Market.

## Promotion

At the very beginning of its establishment, the main tools for promoting the portal were billboards, guerilla marketing, advertisements in the press media, and trade of banners between other web pages. IDIVIDI as part of the Macedonian Telekom AD-Skopje, uses the company's channels for individual promotion. Thanks to Facebook, the portal is constantly getting richer with more and more admirers.

IDIVIDI imposed itself as a messenger and

promoter of various events and happenings in this country and very spontaneously became a recognizable brand in the cultural-showbiz life. All this contributed to build a prestigious image of the portal whose contents are shared by many press and electronic internet media, as well as by many radio and TV stations. Yet, the best way of promoting the values of IDIVIDI are the very visitors, who with their individual positive comments confirm the quality and success of the "walking man". The recommendation passed by one reader to another is the most valuable recommendation that a brand can ask for.

## Brand Values

IDIVIDI turned into a brand when the users actively started recognizing, distinguishing and giving it advantage over the other portals that are available on the market.

"The walking man", that will always lead you towards fast, timely and important information, is a recognizable logo and at the same time represents the fundamental feature of the brand. Throughout the years, IDIVIDI developed into a cultural promoter that enjoys great trust by its visitors, which as well resulted with growth and stability of its brand values. This is why the marketing space of the portal became one of the top and most desirable choices among the clients who want their products and services to be promoted in front of bigger audience.

The first Macedonian internet portal showed and proved that important brands are built with great dedication, well organized team, and right choice of information at the right moment.

[www.idividi.com.mk](http://www.idividi.com.mk)

## IDIVIDI dictionary brand

Brand: Заштитен знак  
brand: квалитет  
Brand: Марка  
brand: марка трговска  
brand: меч  
brand: обележува  
brand: печат  
brand: покажува



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

#### IDIVIDI

- On IDIVIDI constantly are published more than 200 new contents, and in any time you can read over 500,000 contents.
- IDIVIDI is monthly visited by more than 450,000 various visitors.
- IDIVIDI services provide interaction, search, sharing contents, education, and fun for every visitor.
- [www.idividi.com.mk/recnik](http://www.idividi.com.mk/recnik) will give you a bilingual translation of seven foreign languages, as well as a lexicon of foreign words.
- The most read contents is the advice for health and lifestyle, Showbiz everyday news, timely broadcasted breaking news, and of course the erotic contents.
- IDIVIDI has been used as a marketing channel by more than 50 acknowledged brands.

