



## Market

Since 2016 Backstage Media has been the roof under which The Backstage Magazine grows new faces and new names. From the new names when it comes to presenters to the names of the journalists and the technical staff of Backstage, they decided that it is time to open the gates for new energy and new wind. Two women presenters, 7 journalists, 2 cutters, 2 cameraman, 1 editor, 2 producers and a whole marketing team, every day from Monday to Friday, from 1 January to 31 December prepare 30-minute-entertaining edition. In those 2,918 work days they have prepared thousands of stories, articles, interviews and coverage from every part of the world. Almost 23,344 work hours that have been turned into television expression that brings its own audience. At the end of the day the audience is what really matters. Having happy consumers, in the case of viewers of Backstage, the team is also happy since the brand continues to live. In the market, a product like Backstage follows the world trends and technological achievements. So, besides on Alfa television, the contents offered by this concept can be found on the social media, Macedonian web portals and on its own YouTube channel which is a great means of communication with the audience. Especially with the audience located out of Macedonia.

## Achievements

Their greatest achievement are the viewers, who regardless of the many changes of the frequencies and the broadcasting time, are always at the same place for Backstage. On the other hand, as the greatest achievement they also consider their traditional media partnerships. The logo of Backstage as the main media sponsor can be seen in the: Macedonian National theatre, The Drama Theatre, Macedonian Opera and Ballet, Macedonian Philharmonic Orchestra, Football Club Vardar, Men and Women Handball Club Vardar.



For years they have been broadening their cultural horizons to the other Macedonian cities and they are supporters of the Vevcani Carnival, the Carnival in Strumica, the theatre in Bitola, Bitola Summer Festival, the Ohrid Summer Festival, the Shakespeare Festival in Bitola, Beer Festival in Prilep and a lot of other events organized in the cities and the centers of culture in our country. And when they are out of the country, which is quite often, they sign world famous festivals, music festivals Exit and Siget, film festivals Berlin and Cannes. For years they have been following the Macedonian National handball team in their European and round-the-world expeditions. The same goes for the Macedonian National Basketball team. Their achievement is also the thousands of fans on the social networks Facebook, Instagram and Twitter since each success and each story is shared with them. Not a long time ago Backstage Radio edition was a prolonged part of the television edition. They tried to get the contents visually transferred to the TV viewers, using the presenters' voices, early in the morning and again in the afternoon, to the traditional radio listeners. Those were times when they tried to think having in mind both the TV and the radio, when they tried to animate both the viewers and the listeners. This radio edition lasted for a year. After it they returned to the TV obligations and the camera lens only.

## History

They started with enthusiasm back in 2008. Today, 8 years later, they continue with experience and serious importance behind. They have been growing like a living organism these years. Even now they are a living matter subject to many changes. They began at the frequency of Sitel television where they spent 4 great years. In those 4 years from beginners they grew into leaders in what they do. They managed to turn it into the most viewed entertaining project of this type. After they placed the firm foundations here they decided to broaden the concept of the National service, MTV 1, with a serious entertaining content such as Backstage. And it was not a mistake. For two years MTV was a school for all of them. At the 7th year, when they moved to the frequencies of Alfa television, the experience and the desire for new territories were indisputable. New audience and search for new associates. Today, on Alfa television, Backstage lives its own beautiful moments. It returns to the basic, beginning working principles.



Exclusive rights at home but also abroad. It is a main media supporter of the most important festivals in the region, around the world and important moments both for us and the rest of the world. Since 2000 a lot of media characters have been in Backstage. Some of them stayed, some of them used the experience gained here and went on in other Macedonian televisions or the general media market.

## Product

2016 was the beginning of the 8th year in the life of Backstage. Eight years in a row, this TV product, that proudly bears the epithet domestic i.e. exclusively Macedonian product, has been fighting for survival in the



Macedonian market and its own place under the Macedonian media sky. At a time when there are new cable, satellite, local and regional televisions on every step with less employees than the whole editor's office of Backstage, it is normal for a small but significant magazine like this one to fight for its own audience.

The year 2016 was challenging for Backstage from many aspects. Besides the winds from every direction that have tried to

stagger the brand, it has survived and with new and younger people it started fighting for the next 8 years of life. The concept, the story and the goals of backstage have not changed, not at once. People we talked to, events, places have changed..., but the mission is still the same. To put some color in this gray Macedonian matter. At a time when the biggest stars are the politicians, to remind of actors, sportsmen, musicians. At a time when everyone has forgotten the fun, to offer twenty-minute relaxation every day in front of the TV. At a time when journalism loses the battle with politics, to bring entertainment journalism and topics that are equally interesting both for the young and the old. Even after 7-year existence it still remains the leader in the bunch of programs like this. Everyday dosage of information in the area of culture, entertainment, sport, film..., to transfer them in a way that will entertain instead of bother the audience. Backstage is a magazine that throughout the years has been changing only the visual expression. The essence of the product and the brand have remained the same. Through entertaining articles to transfer to the audience the seriousness of culture, film, sport, music and sometimes even politics.



Using original photos, we try to get the way and the process of making the program to our followers and we share with them all our success, travels, interviews and achievements.

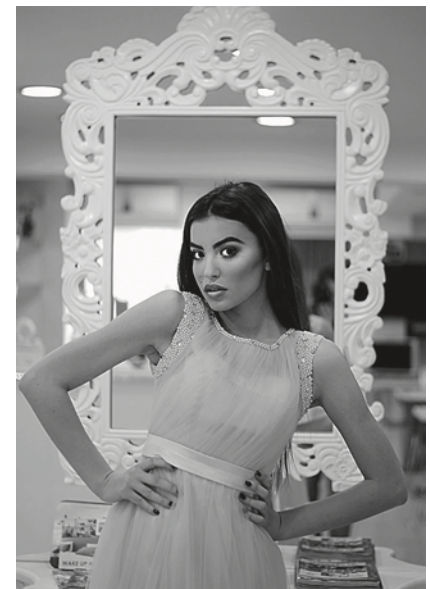
Twitter: **Backstage@BackstageMTV**

The network that does not spare anyone from comments does not spare Backstage either. But this is a place where at the end of the day they fight for their followers who are their viewers too. They do not hide behind false pseudonyms; they share their attitude loud and clear on twitter just as they do it every work day at their time on TV.

### Brand Values

Eight years after their birth they concluded that their biggest achievement is the expression. Both journalistic and visual. Referring to programs and referring to celebrations, events and organizations. Backstage is a kind of a pioneer when it comes to programs of this kind. They do not follow trends they create them. From home to studio. From studio to the field. From interview to coverage. Backstage has its own signature different than the others. The birthday party of Backstage is also part of the signature. Not only because it is an event where all public figures appear but also because in these few hours of celebration they retell a whole year of existence. They do not show off themselves but they praise the achievements of the others seen through their entertaining but still

important and serious view. The journalists, the crew, the team..., that is the value of our brand. People who bring new television minutes every day in the space where politics has reigned for years.



### Recent Developments

Since 1 January 2016 Backstage has been airing on the national television Alfa. With significantly changed visual expression, fresh concept, stronger team and a dosage of enthusiasm they started conquering new horizons. The new frequency brought the second award Superbrand and this is a confirmation of our constant work.

Awards for the good work come also from AGB Nielsen and according to them eight years in a row Backstage is the most viewed content of this type in Macedonia, traditional partnerships remained, the number of associates has increased, but also the frontiers to which the lens of the camera of Backstage has reached.

### Promotion

Backstage was the first magazine that had its own Web portal **backstage.com.mk** for its own promotion and reactivation of the same has been expected. Backstage will not neglect the other promotion places such as facebook:

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

Backstage fan page has thousands of fans that follow them everywhere by the events and stories occupying our media space.

Instagram: **backstage\_macedonia**



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

#### Backstage

- Backstage is the only magazine that has had the opportunity to do interviews with four Presidents of countries in the region on a boat in the middle of Ohrid lake. The President of the Republic of Macedonia Gjorge Ivanov, the President of Montenegro Filip Vujanovic, the President of Albania Bamir Topi and the President of Kosovo Atifete Jahjaga.
- In these 8 years, Backstage did not managed to realize a program only three times for technical reasons.
- We have visited and made programs in all European countries except Estonia, Portugal and Latvia.