



GPKT Phase II – Media Working Group Report No. 6

17 November 2006

Media Marketing Consultants Begin Work on a GPKT Joint Media Marketing Strategy

The Media Development Centre (MDC) in partnership with the Centre for Economic Analysis-Skopje started work on research and development of a strategy paper, a GPKT Joint Media Marketing Strategy. In the course of November and December 2006 MDC will research the current situation regarding the market capacities of the media stations in the GPKT region, their production capacity, and existing marketing approaches. The consultants will also explore the capacities of the local market to support the local media in this way. The final paper will present at least three elaborated models of possible joint marketing activities.



As the first stage of the research process MDC organised a focus group meeting for GPKT media station managers on 17 November at the Centre's premises in Skopje. General information related to the stations' legal status, in-house production, prime time programming, and advertisement contracts was collected during the meeting with the facilitation of Gazmend Ajdini from MDC. Further to the discussion held, written questionnaires were distributed to the media representatives, with the purpose of collecting information on sensitive and confidential issues such as ownership structure, income and expenditure and marketing sales.



In late November and early December the consultants will proceed with in-depth interviews with the media stations owners and managers and with a survey of local businesses. Several models of media co-operation in the field of marketing will be developed and presented to the GPKT Media Working Group in mid December. Incorporating the feedback received, the consultants will finalise the strategy paper in January 2007. The elaborated models of co-operation and the recommendations given will serve as a basis of discussing a 'formalised'

model of collaboration on marketing between the GPKT media, who have been working as a group since 2004.