



Press Release

BACKSTAGE GOES INTERACTIVE

As *Backstage* fans we bet you've often wondered: "What is Zinzi *really* thinking about Mike and Moloji?" or "How does Lu, *really* feel about Vusi?"

Well, from Wednesday 5 April *Backstage* viewers can send an SMS to find out the **Real Story** behind every *Backstage* character.

"The Real Story" is a way of using technology to help viewers get behind the real story on their favourite youth drama, i.e. What is really going on in this character's head in this scene?

Here's how it works: during a scene a message will appear on your screen – like this: "TO RECEIVE THE REAL STORY SMS "ETV STORY" FOLLOWED BY A "NUMBER" TO (THE SMS NUMBER PROVIDED)."

NB: the "number" will flash on your screen. By SMSing "ETV STORY" with the number you will be then let into what the character on screen is thinking at that very moment!

Now remember, the **Real Story** cue can appear at any time in any of our *Backstage* episodes – so when you get your cue, SMS us and find out what the **Real Story** is.

Deon Opperman, Backstage Producer (Bottom Line Productions):

"Ever wondered what your favourite character is really thinking in a scene in Backstage? - you know how people say one thing but think another? Now you can get the Real Story - find out what the character's really are thinking. And the cool thing is when you get the real story you'll be the only one who knows it. For the first time in South Africa viewers can get access to the thoughts and plans that you never see on screen."

Monde Twala, Executive Producer of Backstage for e.tv:

"e.tv is very excited about this new innovation for Backstage. This has never been done before for any local soap. Today's youth is continuously looking to stay ahead and using such technology allows viewers an opportunity to explore and have a deeper understanding of the various plots and storylines on Backstage. Viewers want more than just the drama, they want to be part of the story. The "Real Story" is just one of the many new features we are introducing as an interactive tool between the show and the audience.

Tim Legg, Managing Director of Opera Telecom:

"Opera Telecom is very excited to be working with e.tv at the cutting edge of mobile interactive services in South Africa. The concept of developing parallel story lines using mobile technology has proven highly popular with our other broadcasting clients in other countries. The profile of Backstage and its target audience lend themselves perfectly to launching this concept for the first time on SA TV"

For further information please contact:

Rhona Pool

Head of e.tv Publicity

Tel: 021 481 4532

Email: rhonap@etv.co.za