

STRIGOI 2027

Technology serving culture, tradition and identity.

ANNUAL DEVELOPMENT PROGRAMME · 12 MONTHS

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Three reasons for a general partnership

STRIGOI is no longer an idea that still needs to be tested. An audience, growth and market attention already exist. The next step is to bring music, books, the web, commerce, streaming platforms, radio and the diaspora together in one sustainable cultural structure.

Reaching millions

PROVEN RESULTS

6.9 million Meta views in the last 90 days, 2.1 million YouTube views since the start of the year, and hundreds of thousands of unique viewers.

Growth is accelerating

MOMENTUM

Current YouTube traffic already represents an annual pace of approximately 5.8 million views. Spotify generated around 80% of its annual traffic in the last 90 days.

12 months of output

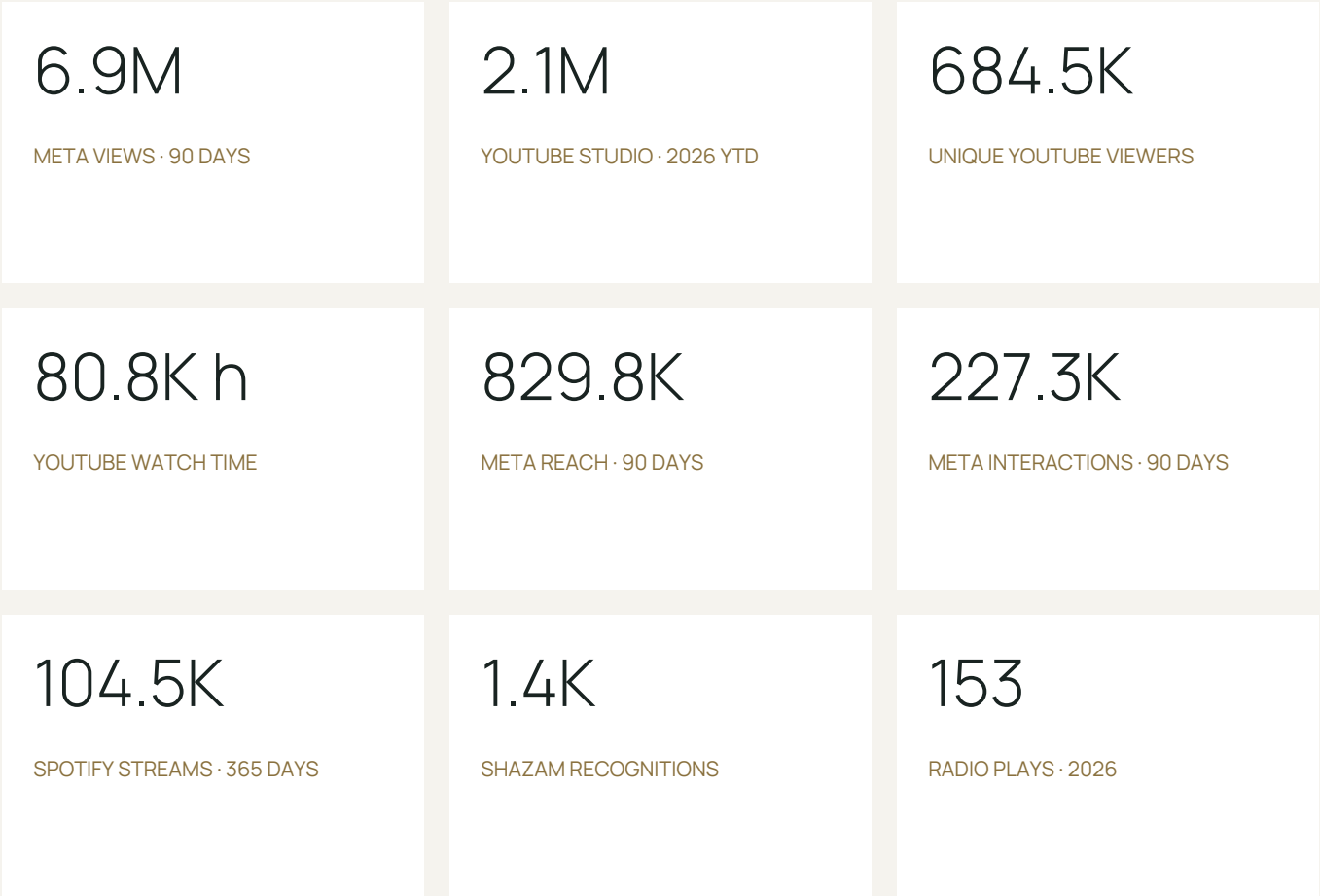
DELIVERY PLAN

9-11 music collections, 63-99 releases, 200+ short videos, 50+ articles, a book in up to three print runs, and development of Divan, the shop, the web archive and radio distribution.

The shared idea: technology does not replace tradition. It can provide the infrastructure that makes tradition, language and identity accessible to today's audiences.

Growth is already proven

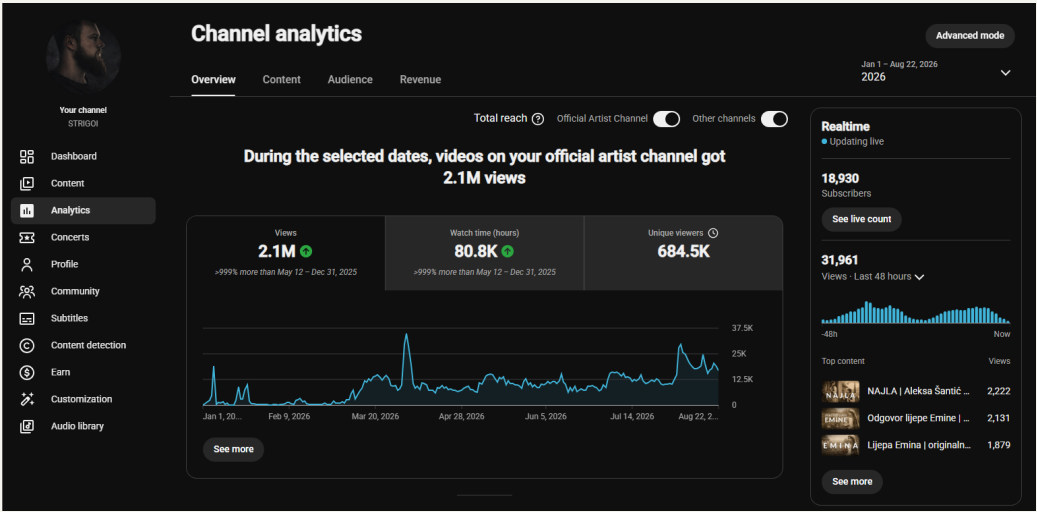
The strongest signal is not a single viral post, but growth happening simultaneously across social media, YouTube, streaming and radio.



98%+ of Instagram views in the last 90 days were organic, without relying on paid distribution.

Sources: YouTube Studio, Meta Business Suite, DistroKid and Apple Music for Artists. Data available as of 22 August 2026.

STRIGOI Studio is the main driver of growth



Original platform analytics screenshot.

2.1M

VIDEOS FROM 1 JANUARY TO 22 AUGUST 2026

80.8K h

YOUTUBE WATCH TIME

684.5K

UNIQUE YOUTUBE VIEWERS

18,930

SUBSCRIBERS

31,961

VIDEOS · LAST 48 HOURS

Current run rate: 31,961 views in 48 hours represents an annual pace of approximately 5.8 million YouTube views, even without further growth.

The platform's own curve shows that most growth has occurred in recent months. This means the average since the start of the year understates the channel's current scale.

We project growth from current traffic, not wishful thinking

The projections below represent a realistic development range based on the current run rate and planned continuity of production. They are not a guarantee of results.

5-7M

STRIGOI STUDIO YOUTUBE VIEWS

Today's 48-hour traffic already implies approximately 5.8 million views per year.

25-30M

META VIEWS

6.9 million views in 90 days represents a run rate of approximately 28 million per year.

50-70K

TARGET RANGE OF YOUTUBE SUBSCRIBERS

Based on subscriber growth over the past 90 days and the existing subscriber base.

400-500K

SPOTIFY STREAMS

The 30-day and 90-day pace already falls within this annual range.

30-40 MILLION

REALISTIC POTENTIAL FOR VIDEO VIEWS ACROSS THE ENTIRE STRIGOI ECOSYSTEM OVER THE NEXT ANNUAL PERIOD

The projection excludes possible viral spikes, additional paid distribution and potential effects from the book, media coverage and live programmes.

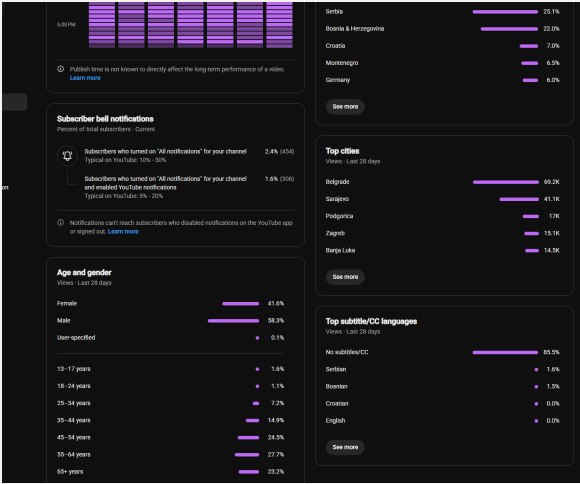
A digital project that has won over a mature audience

75.4%

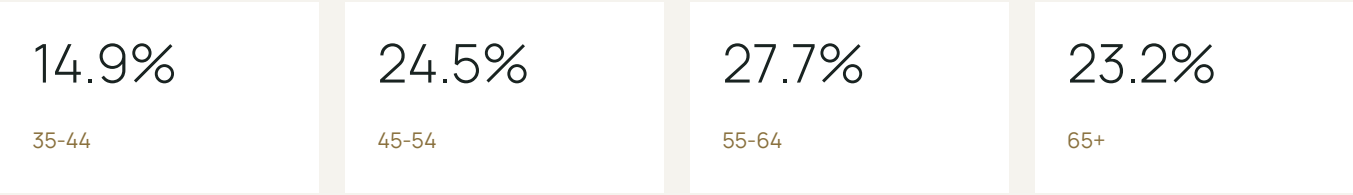
OF THE YOUTUBE AUDIENCE IS AGED 45+

90.3%

OF THE AUDIENCE IS AGED 35+

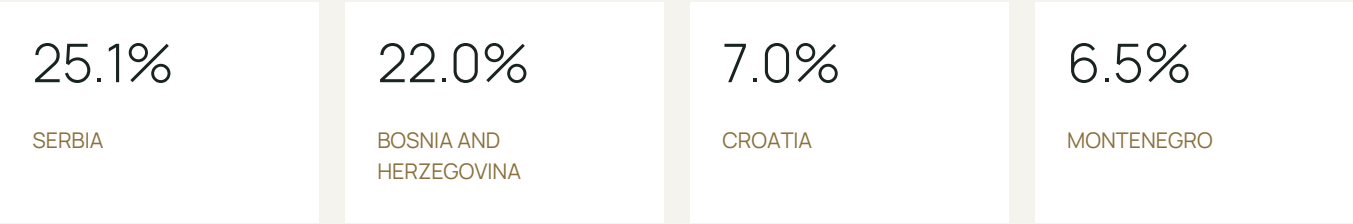


Original platform analytics screenshot.



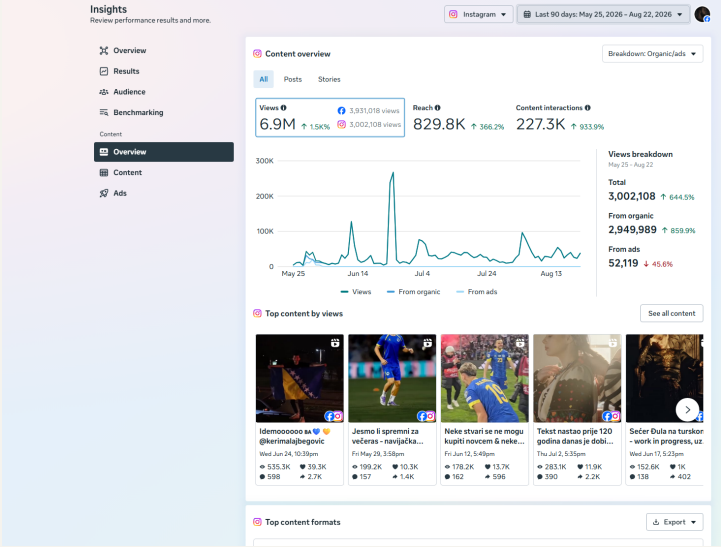
Value for a partner: through digital channels, STRIGOI reaches generations with a strong emotional connection to tradition who are not always the core audience of contemporary creator projects.

REGIONAL CORE + DIASPORA



Germany 6.0% · USA 3.4% · Austria 2.4% · Sweden 1.7% · Australia 1.3% · Switzerland 1.2% · Canada 0.9% · Türkiye 0.7%. Leading cities: Belgrade, Sarajevo, Podgorica, Zagreb and Banja Luka.

6.9 million views, with almost entirely organic growth



Original platform analytics screenshot.

6.9M

INSTAGRAM + FACEBOOK VIEWS

829.8K

REACH

227.3K

INTERACTIONS

3.0M

Instagram

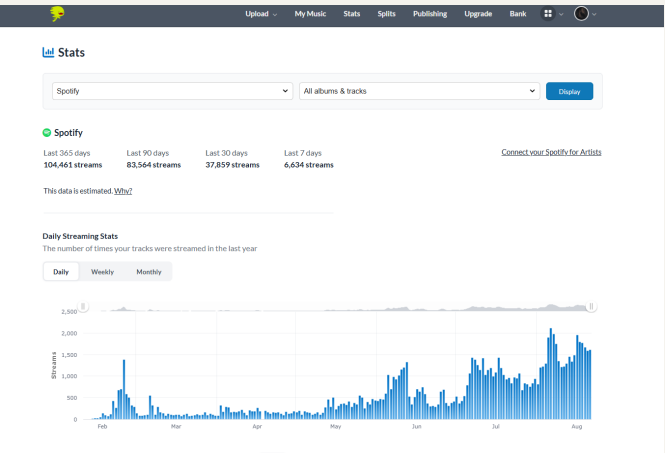
3.93M

Facebook

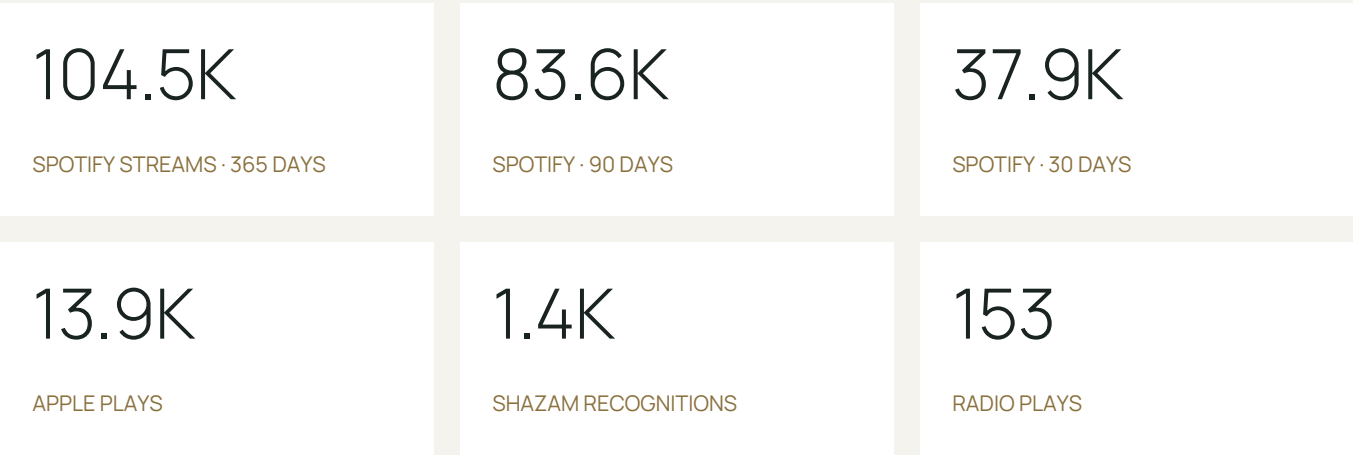
2,949,989 Instagram views came organically. Paid traffic accounted for only 52,119 views.

The same platform report records reach growth of +366.2% and interaction growth of +933.9% compared with the previous comparable period.

The music reaches beyond social media



Original platform analytics screenshot.



Next phase: a more systematic approach to radio distribution and formalisation of the repertoire through AMUS, alongside monitoring of airplay and copyright.

Additional YouTube music distribution via the distributor records 184,099 views in the last 90 days. It is tracked separately to avoid double-counting the central channels.

The story has already reached beyond our own channels



Original media coverage screenshots.



Original media coverage screenshots.

TV AND RADIO

BHRT / BHT1, Hayat and a growing number of radio plays.

DIGITAL MEDIA

Serbian Times, Mostar Danas, Bljesak.info, Urban Magazin, PULSE and other regional media.

INTERNATIONAL NETWORK

Support and connections through the 5 Million Friends of Bosnia and Herzegovina initiative.

Partnership is not a theory. There is already an example.

“The best partner integration does not interrupt the story; it becomes part of its context.”

STRIGOI already has an established collaboration with BH Telecom.

Work delivered to date provides a direct, publicly verifiable example of production quality, partnership communication and the way a partner's brand is integrated into STRIGOI content.

COMMON GROUND

Technology as a tool that makes tradition, culture and identity accessible to contemporary audiences.

BRANDING PRINCIPLE

Visible, clear and appreciative, yet unobtrusive. The partner is presented as the enabler of creation, rather than an interruption to artistic content.

PROOF OF QUALITY

Before deciding on a larger annual framework, a partner can already assess the production standard, public communication and treatment of its brand.

One cultural story across multiple technology platforms

The aim is not to have ten disconnected channels. The aim is to build one STRIGOI ecosystem in which each new piece of content increases the value of everything created before it.

STRIGOI STUDIO

01

YouTube | Flagship channel

02

Streaming + radio

03

Meta | Reels + community

04

STRIGOI Divan | Alternative versions

05

STRIGOI.studio | Articles + archive

06

Book | QR + physical product

07

STRIGOI Shop | Sustainable revenue

08

Diaspora + media + optional live events

Content flow: song → video → Reel → article → book → QR → streaming → radio → shop → new audiences.

STRIGOI Divan already demonstrates the expansion of the ecosystem: 134,600 views, 65,600 unique viewers and 2,210 subscribers in the last 90 days.

Continuous production, not a one-off campaign

9-11

THEMED MUSIC COLLECTIONS

Each collection contains 7-9 songs, with research, analysis, production, visual identity and distribution.

63-99

NEW MUSIC RELEASES

The operational centre of the plan is approximately 80 songs per year.

2 / week

PACE ACHIEVED TO DATE

This pace has already been tested in practice and includes research, analysis and the complete publishing process.

200+

REELS / SHORTS

Short formats remain the main channel for discovering new songs and stories.

50+

ORIGINAL ARTICLES

Almost one new research or cultural article per week on strigoi.studio.

12 months

MEASURABLE PHASES

The partner follows delivery through specific releases, results and phase reports.

Each collection is a separate production cycle: research → repertoire selection → audio → visuals → video → short formats → web → distribution → promotion → reporting.

“Tragom sevdaha” - up to 900 premium copies

The first print run enters production in January. The next two runs are activated only in response to actual audience demand, reducing risk and avoiding unnecessary stock.

300 JANUARY · FIRST PRINT RUN Premium full-colour hardcover book with QR links to the music. 6,600 KM printing	+300 DEMAND · SECOND PRINT RUN Activated after monitoring sales and audience interest. +6,600 KM	+300 DEMAND · THIRD PRINT RUN Maximum planned total for the project's first phase: 900 copies. +6,600 KM
22 KM CURRENT PRINT COST PER COPY	19,800 KM MAXIMUM PRINT COST FOR 900 COPIES	300 → 900 SCALING WITH DEMAND

The initial January budget of 10,000 KM includes 6,600 KM for the first print run of 300 copies, plus final preparation, prepress, promotion and distribution preparation. The two additional print runs have a separate activation cost of 6,600 KM each.

Printing costs are calculated using the currently available price of 22 KM per copy and may be revised according to the printer's final quotation.

Each series has its own outcome, budget and report

Instead of one large opaque budget item, the annual programme can be financed through monthly or production phases. The partner knows exactly what it has funded and when the result has been published.

6,000 KM

WORKING VALUE OF ONE COMPLETE SERIES

9-11

SERIES PER YEAR

The budget is activated according to the delivery and complexity of each collection.

54-66K

ANNUAL VALUE OF PRODUCTION CYCLES

The central budget model is based on 10 cycles = 60,000 KM.

- 01 **Research and curation**
Sources, authors, texts and historical context.
- 02 **7-9 music productions**
Arrangement, interpretation, final audio and distribution.
- 03 **Visual and video package**
Cover, video, Shorts/Reels and supporting visuals.
- 04 **Web and editorial**
Articles, SEO and links to the archive and book.
- 05 **Promotion + reporting**
Publication, community, distribution and results.

Advantage of the phased model: each payment can be tied to a clear milestone - a published collection, its supporting content and a results report.

One annual agreement, several controlled phases

PROGRAMME PHASE	MODEL	VALUE
Book — January First run of 300 + final preparation and launch	Phase 1	10,000 KM
Music series Central plan: 10 cycles × 6,000 KM	Phases 2-11	60,000 KM
Digital ecosystem strigoi.studio, Divan, shop, SEO, archive and integrations	Ongoing	8,000 KM
Radio, AMUS and media distribution	Ongoing	7,000 KM
BASE ANNUAL PROGRAMME		85,000 KM
Optional reprint 2 300 additional copies, only with confirmed demand	Activation	6,600 KM
Optional reprint 3 300 additional copies, only with confirmed demand	Activation	6,600 KM
MAXIMUM ANNUAL FRAMEWORK		98,200 KM

98,200 KM

PROPOSED MAXIMUM GENERAL PARTNERSHIP FRAMEWORK

PHASED PAYMENTS

The agreement can define the overall annual framework, with funds paid monthly or after delivery of the agreed milestones.

Scalable: if the approved amount is below the maximum framework, the number of funded series and additional print runs can be adjusted proportionally without compromising the project's core structure.

The partner sees results throughout the year

JAN Book 300 copies + launch	FEB Series 01 7-9 songs	MAR Series 02 + Reels + articles
APR Series 03 Measurable phase	MAY Series 04 Streaming + web	JUN Series 05 Mid-year report
JUL Series 06 + possible reprint	AUG Series 07 Radio development	SEP Series 08 Web + diaspora
OCT Series 09 + possible reprint	NOV Series 10 Final cycle	DEC Annual report Results + 2028 plan

CONTINUOUS OUTPUT

Reels, Shorts, articles, streaming, Divan, the shop, SEO, radio and community activities run throughout the year, alongside the main series.

MONTHLY TRANSPARENCY

For each phase, reports can include the number of published pieces, views, reach, engagement, streaming, radio plays and media coverage.

Concerts are in preparation, but are not a condition of the project

The live format is being developed as an additional phase connecting professional musicians, STRIGOI repertoire, literary storytelling, visual projections and the book presentation.

The core annual programme works without a concert.

This means the sponsorship outcome does not depend on a date, a venue or the production risks of a live event.

IF A CONCERT TAKES PLACE

The general partner of the annual programme receives additional visibility as agreed:

- Banner / LED branding
- Logo on promotional materials
- Press wall and announcements
- Digital event communication
- VIP tickets and copies of the book

Additional value without making the programme conditional: concert costs are not included in the core annual framework. However, the existing general partner receives partner visibility if the event takes place.

This funds more than a song. It funds cultural infrastructure.

350+

CORE CONTENT UNITS THROUGHOUT THE YEAR

63-99 music releases, 200+ short videos and 50+ original articles, excluding community posts, illustrations, promotional materials, streaming releases and media activities.

- 01** **STRIGOI 2027 general partner**
Status throughout the annual programme.
- 02** **Visibility on strigoi.studio**
Partner presentation and year-round presence.
- 03** **Key series and the book**
Clear acknowledgement and branding on agreed materials.
- 04** **Digital campaigns**
Selected joint stories about culture, technology and identity.
- 05** **Optional live events**
Banner and visibility at the event if it takes place.

Principle: the partner does not become an advertisement within the art. The partner becomes recognised as the enabler of cultural content that can be created, improved and shared with a wider audience.

The audience has already shown that it wants this story.

The next 12 months are an opportunity for STRIGOI to grow from a rapidly expanding digital project into a lasting cultural platform connecting music, literature, technology, publishing, streaming, radio, commerce and the diaspora.

So that cultural heritage does not remain behind us, but gains a future through technology.

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