

BACKSTAGE

FINDING THE RIGHT TALENT HAS NEVER BEEN EASIER



OUR STORY

Since 1960, Backstage has served as the #1 resource for creatives and producers to find industry leading talent, including some of today's well-known stars.

Backstage offers a sleek and innovative suite of advanced and easy-to-use online casting tools used by thousands of professionals every day.

It has become a powerful resource for accessing submissions, editorial content and best-in-class tools making the casting process more streamlined and efficient.



WHY BACKSTAGE?

Our mission is to simplify the casting process through technology, putting talented performers and creators at each other's fingertips, no matter where they are.

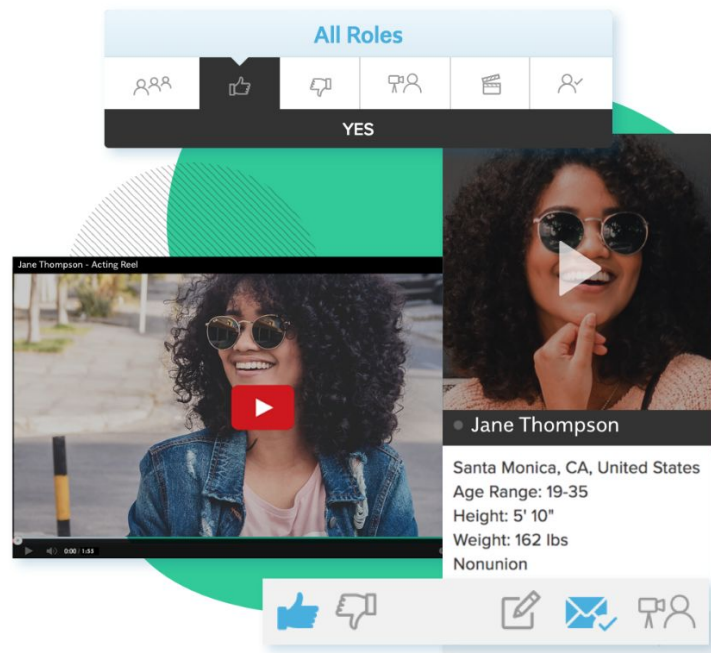
-● **ACTORS**
High success rate of casting talent in digital commercials, social media branded content spots and Instagram photo-shoots
-● **RELIABLE**
The #1 resource for brands and agencies helping them find a diverse selection of talent in all stages of their career
-● **REACH**
Backstage reaches over **3 million industry professionals** across film, TV, branded content, and theater **across the U.S. & U.K., with a fast-growing international presence**
-● **TRUST**
Backstage is the most trusted source for casting and editorial insights in the industry and has maintained a strong reputation for over 60 years
-● **EDUCATION**
Education is central to Backstage users' needs. They do everything possible to be the best at their craft, which means training of all types on a regular basis



FIND THE RIGHT TALENT FOR YOUR PROJECT

Create a casting notice for your project and immediately begin receiving applications from talented professionals for:

- Commercials
- Explainer videos
- Branded video content
- Social media content
- Experiential & Event Marketing
- Catalog and E-commerce content
- Modelling / photoshoots
- Product demo & explainer videos
- Films
- Voiceover + *more!*





With over 400,000 international performers signed to the platform, brands and producers have unlimited access with the ability to filter down to the most niche talent profiles



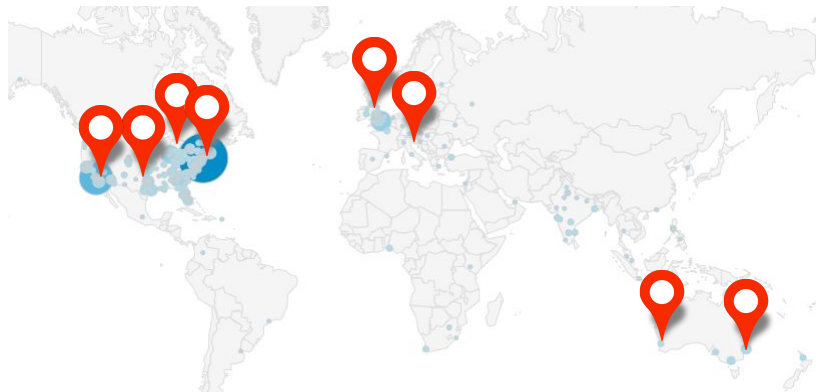
74+ countries with active Backstage members



8 million talent/job applications a year worldwide

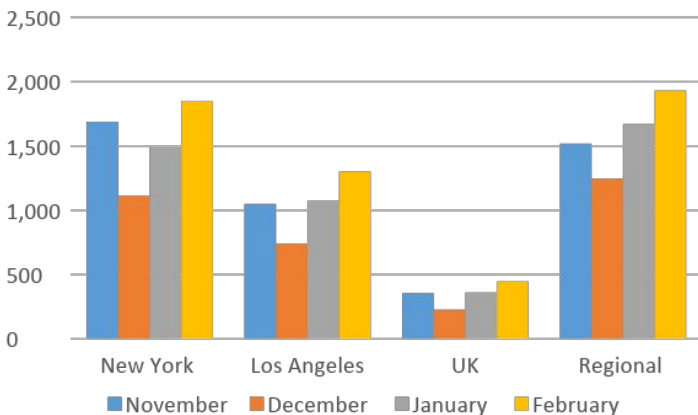
PERFORMANCE PROFILES

United States:	392,684
UK:	55,966
Canada:	7,292
Australia:	5,240





New Casting Notices Posted by Month 2020



Looker report: Casting Monthly Report Nov – February 2020



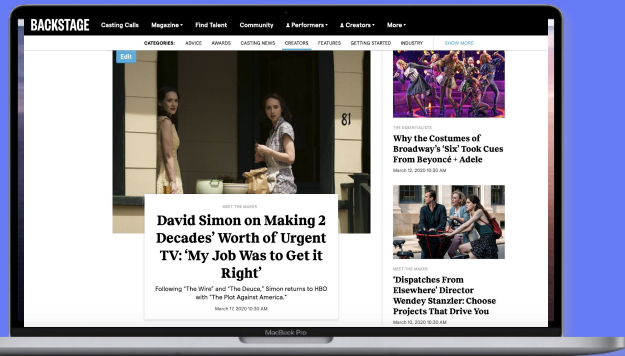
29.9k applications were chosen
for elevation to an Audition
in February 2020



665k talent applications were
submitted, a **6.4% gain** over last
year

AUDIENCE ENGAGEMENT

REACH



2.4 million monthly
unique website visitors

Google analytics: this report was
generated on 3/19/20



1.3 million
social
followers



110/k magazine readership

SOCIAL



Facebook
followers 1.1 m



Instagram
followers 230k

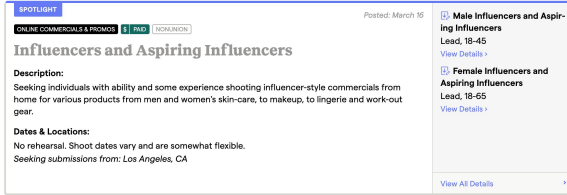


Twitter followers
137.9k



Youtube
subscribers
65.7k

HOW IT WORKS



Post a Job

List your casting notices and auditions to immediately broadcast your project to thousands of actors and performers



Find Talent

Quickly and easily review performer submissions and hand-select talent from our Talent Database



Cast Your Project

Organize applications, schedule auditions, and book the best talent for your project

INDUSTRY LEADING TOOLS



TALENT DATABASE

Instantaneous distribution of casting calls reaching an audience of millions all over the world



TALENT INVITATIONS

You can have talent submit to your casting call and/or proactively find them in the Talent Database



CASTING DASHBOARD

Creators can customize their dashboard to view their productions, notes, team collaborators and selected talent



MESSAGING

Private messaging and bulk communication options



CASTING COLLABORATORS

Team collaboration tools allow you to share talent profiles with your team



SELF TAPE

Creators can listen to a performer through a video or audio recording without the need to go live



AUDITION SCHEDULING

Creators can schedule in-person and virtual auditions without the need for back and forth messaging



APPLICATION MANAGER SHORTLIST

Creators can tag talent that have submitted and share their material in one link



REMOTE CASTING TOOLS

VOICEOVER TALENT PAGE

The voiceover feature allows talent to create a customized profile page for voiceover work, giving creators the ability to filter their search and obtain information based on a range of specialized voiceover skills

Voiceover Profile

Charlie Emmeline Albers
British RP - Voice | On Camera | Narrator (with green card)

Voice Reels

Audio

Charlie Emmeline Albers

CharlieAlbersSample

Videos

F7BBA3F7-6918-42A6-ACA5-22A6A94DEC9F

Voice Characteristics

Female Adult

Languages

English (British)

Accents

English - West Midlands (Shropshire, Birmingham, Brummie)

English - England South East (Oxford, Sussex)

English - England North West (Liverpool, Manchester, Lancashire, Cheshire)

English - England North East (Tyneside, Geordie)

English - England East Midlands (Leicester) British

English - Cockney Welsh Scottish Northern Irish

Elegant and easy-to-use interface designed for voiceover castings of all types

Listen to audio samples and artist demos. Search by voice characteristics, languages, and accents.

A diverse and talented actor database, with an now includes 10,000 + Voiceover Specialists

Browse Actor & Actress Profiles

Filter Results

Search Candidates by Name...

Gender: Female Transgender

Age Range: 23 - 52

Union Status: SAG-AFTRA

Location & Radius: Los Angeles, CA

Radius (miles): 200

Available Assets: Audio Reel

Keywords: Keywords

Voice Abilities: Upper-class American Middle English

Has Passport: ☐ **Has Drivers License:** ☒

[Less Filters](#) [Clear](#) [Apply](#)

Lindsey Rodriguez 2

Voice Characteristics:

Female Child Teen Young adult

Katie Burke 2

Voice Characteristics:

Female Young adult Adult

Jim Brannigan 2

Voice Characteristics:

Male Adult

1 2 3 4 5 6 7 8 9 10 11 12 »

VIRTUAL AUDITIONING TOOL

Creators can now complete the entire casting process online in real-time without the need for a physical location.

1. Easily create an audition schedule for interviewing candidates via video conferencing or in-person, it's your choice!

3. You and your colleagues can join the video conference to watch the audition and interact with the talent

4. Private messaging options let you communicate with your team during the auditions.

2. Quickly send audition requests and automatically keep track of confirmations and rescheduling requests.

5. The session will be automatically recorded and saved for you to share or review in the future.



SELF TAPE TOOL

1. Send performers a self-tape audition request and they will record a custom audition for you.

Self-taping allows producers and casting directors to see or listen to a performer through a video or audio recording without the need to go live. It also allows talent to be considered for jobs anywhere in the world.

3. Callbacks can be requested for a virtual video-conference audition, an in-person audition, or even a request for an additional self-tape.

2. If you decide you want to interact with the actor during an audition tape, you can move their application from the self-tape audition folder to the callback folder to schedule a second-round audition.



Request an audition from Joshua Brooks

Subject

Type of Audition
☒ Video ☐ Audio

Role

Message

Script Sides

TESTIMONIALS



“Backstage is my go-to place when it comes to finding the right talent for my projects”

CRATE & BARREL

Jesse Rosales

Casting Director



“I really do enjoy the service you provide to casting directors to source an array of amazing talent and love how user-friendly the website is”

HEARST

Sabrina Safran

Director of Casting



“Our video was about celebrating diversity, and we would have never been able to get such a wide range of diverse and talented actors had we not used Backstage”

HUBSPOT

Aubrey Zych

Video Editor

BRANDS HIRING TALENT ON BACKSTAGE



CONDÉ NAST



Etsy



VISIT [BACKSTAGE.COM](https://www.backstage.com)
FIND TALENT, POST YOUR
NOTICE & LEARN MORE ABOUT
CASTING!



BACKSTAGE

CONTACT:
casting@backstage.com



Speak with our casting specialists to
receive a **FREE DEMO** and **ACCESS
CODE** to post a notice