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Backstage as Emmys 2011 Shares its Magic with Viewers

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By Patty Rappa



Charlie and Ashton backstage

HOLLYWOOD, CA (Hollywood Today) 9/19/11 — Where else would you see Charlie Sheen chatting it up (and hug) his Two-and-A-Half Men replacement Ashton Kutcher? How about observing Jane Lynch having make-up touch-ups as she cracks up watching the two Jimmys (Fallon and Kimmel) duke it out on stage? It's the behind the scenes Emmys LIVE cam broadcast, by UStream technology, that captured these priceless backstage moments, for the second year in a row.

Although the show technically is supposed to take place on the stage, Emmy's back stage correspondent Michael Kosta brilliantly matched Jane Lynch's upstage wit with his own humorous jabs at the stars and their back stage behavior. One could describe it as an immersive, entertaining 360 point of view, of the entire event.

A total of sixteen strategically positioned cameras captured everything from the star studded Green Room, VIP Winner's

Lounge to shots from the Thank You room. Even the table where the stars go to pick up their actual Emmy had a UStream cam. An eye view in more ways than one, “maybe if they knew how high our cameras were, they wouldn’t of worn such low cut dresses...” joked Kosta.

After the commercial break, Lynch might have been joking about Modern Family’s multiple wins on stage; but it was Kosta taking a swig of his water (aka water bottle full of gin) as he lets a team member have it for not being able to hear a “G—damn Thing!” on his earpiece, that made the moment priceless. His attention quickly shifting from insult to intrigue as he swoons the passing Sofia Vargera, just made the moment that much funnier.

The viewers obviously loved every minute of it. Tweets flooding into Kosta asking everything from where he was broadcasting to a personal “how many times have you been fired?” The last time I checked I believe I saw over 90,000 viewers had tuned in to the behind the scenes footage. It was a brilliant social media tool I hope more Hollywood events will implement in the future. The key to its success, in my opinion is not just having the technology in place, but rather a host like Kosta, with excellent improv talent, who can truly deliver on the backstage entertainment value.