

The Online TV Market

Television-length Series are Now Being Produced for Initial Distribution Online

- In 2014, 28 television-length series are slated for initial release online including 18 half-hours, 5 one-hours, and 1 long form. Eight of these are children's series.

Cancelled Television Series are Being Revived for Online Distribution

Series	Network	# TV Seasons	TV Run	Online Release Year	Online Platform
<i>All My Children</i>	ABC	42	1969-2011	2013	Hulu
<i>Arrested Development</i>	Fox	3	2003-2006	2014	Netflix
<i>Community</i>	NBC	5	2009-2014	2015	Yahoo!
<i>The Killing</i>	AMC	3	2010-2013	2014	Netflix
<i>One Life to Live</i>	ABC	43	1968-2010	2013	Hulu

Series Developed for Television Have Been Picked Up by Online Distributors

Series	Originally Developed For	Online Release Year	Online Platform
<i>Battleground</i>	Fox	2012	Hulu
<i>Alpha House</i>	ABC (2003)	2013	Amazon
<i>The Awesomes</i>	SyFy (2008), MTV (2009)	2013	Hulu
<i>Powers</i>	FX	2014	Playstation
<i>Jessica Jones</i>	ABC (2010)	TBD	Netflix
<i>Marco Polo</i>	Starz	TBD	Netflix
<i>Mozart in the Jungle</i>	HBO	TBD	Amazon
<i>Other Space</i>	NBC (2004)	TBD	Yahoo!

Online Series Have TV Sized Production Budgets

- *House of Cards*: Netflix spent \$100 million on 26 episodes or about \$3.8 million an episode¹
- *Marvel-Netflix Series*: Disney will spend \$200 million on four web series and a mini-series set in the Marvel universe for distribution on Netflix. The projects will run 60 episodes, for an estimated per-episode budget of \$3.3 million.²

¹ Asa Mathat, "Netflix viewers feast on 'House of Cards'," *cNet*, February 12, 2013, <http://www.cnet.com/news/netflix-viewers-feast-on-house-of-cards/> ; and production incentive data from Maryland shows that the production spent \$68 million in state in 2012.

Prominent TV Series Creators are Creating Online Video Programming

Writer	TV Series Created	Online Series
Chris Carter	<i>X-Files</i>	<i>The After</i> (Amazon, 2015)
Eric Overmyer	<i>Treme</i>	<i>Bosch</i> (Amazon, 2015)
Marta Kauffman	<i>Friends</i>	<i>Grace & Frankie</i> (Netflix, 2015)
Jenji Kohan	<i>Weeds</i>	<i>Orange is the New Black</i> (Netflix)
Angela Santomero	<i>Blue's Clues, Super Why</i>	<i>Creative Galaxy</i> (Amazon, 2013), <i>Wishenpoof!</i> (Amazon, 2014)

Amazon is Engaging in a Significant Amount of Content Development

- Since 2012 Amazon has entered some phase of development for 107 projects.³
 - 95 Web Pilots
 - 12 Web Series

Above the Line Guilds Have Negotiated TV Level Minimum Terms for Employment on Certain Online Series on Subscription Video on Demand (SVOD) Services

- Platforms with less than 15 million subscribers: On series at or above certain budget thresholds (\$1.3 million for a half hour, \$2.5 million for an hour) writers are paid at the same rate as series on basic cable networks.
- Platforms with 15 million or more subscribers: Two budget tiers are established for employment terms. On series at or above a certain budget threshold (\$1.3 million for half hour, \$2.5 million for an hour) compensation will be paid at the same rate as series on basic cable. On series with higher budgets (\$2 million for a half hour, \$2.5 million for an hour) compensation will be paid at the same rate as series on broadcast networks in primetime.

The Online Market has Made Space for More Diverse, Independent Content

- *Transparent*—focuses on a family whose father transitions as a transgender woman. Although the main character is played by an actor who identifies as male, Soloway has favored hiring transgender staff and cast.⁴
- *East Los High*—all Latino cast, significantly Latino writing room and crew.⁵
- *House of Cards*, *Orange is the New Black*, *Hemlock Grove* are made by independent producers.

² Todd Spangler, "Disney to Spend \$200 million on Marvel Series for Netflix Set to Film in New York," *Variety*, February 26, 2014, <http://variety.com/2014/biz/news/disney-chief-bob-iger-new-york-gov-andrew-cuomo-set-11-am-et-news-conference-1201121502/#>.

³ Project information based on company and writer reporting to the WGAW.

⁴ Taffy Brodesser-Akner, "Can Jill Soloway Do Justice to the Trans Movement," *New York Times*, August 29, 2014, http://www.nytimes.com/2014/08/31/magazine/can-jill-soloway-do-justice-to-the-trans-movement.html?_r=0.

⁵ Elia Esparza, "'East Los High' Opens Doors for Latino Writers," New Generation Latino Consortium via LatinoHeat.com, July 12, 2013, <http://nglc.biz/2013/07/12/east-los-high-opens-doors-for-latino-writers/>.