Contents

	Introduction	1
1	Development and the Structure of the Hollywood TV Industry	5
2	The Industrial Process of TV Development	27
3	Format, Genre and Concept	65
4	What Make Series Go: "Story Engines," "Franchises" and "Series Drives"	91
5	Concept Ideation, "Areas" and "Takes"	100
6	Assessing the Marketplace	112
7	Pitching New Pilots and Series	130
8	Developing the Pilot Script	168
9	Packaging and Politics: The Role of Agents in TV Development	191
10	Other Development Strategies	206
11	Case Study: The Tortuous Five-Year Development of One Hit Show	221

12	The Culture of TV Development	237
13	Preparing for Careers in TV Development	246
14	Applying TV Development Strategies to Other Forms of Filmed Storytelling	272
15	What's Next? TV Development in the Age of Media Disruption	279
	Appendix: Glossary of TV Development Terminology Acknowledgments Index	286 295 297