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The new landscape for TV and distribution: What it was, what it is, where it is going and how you can get on board

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Television and distributing of digital video content is seeing more rapid changes in the last 10 years than in the 70 years prior. With the advent of the internet, digital distributors and new content providers combined with new technologies and social media now providing a 2nd screen experience (when people view on their tablets etc) the landscape of TV and distribution looks completely different than it did, even in recent history. The rise of the webisode and vloggers are taking eyeballs off of traditional mediums and rapidly shifting them to computers, whether as a primary screen for consuming media or a second screen. What are the current distribution pathways? There is the traditional method of creating a pilot, take pilot to networks and try to sell the pilot. Then there is the new method of creating an innovative web show which can then attract a significant audience, gain sponsorship and possibly go on to receive distribution via traditional methods. How are corporations capitalizing on the new market place, by directly sponsoring the shows on the web; such as Jerry Seinfeld's comedians in Cars Getting Coffee.

Biography

Kel Thompson is an award winning TV producer with a solid background in photography, event production and news. He has produced and been a part of over 1000 live events in the capacity of show producer, audio and video engineer and camera operator. He is a frequent competitor and has received many awards for his photography from Viewbug.com. He has produced and received national distribution for a TV series named Show-Boating, a hip-nautical look at yachts. His latest pilot is Comediennes, The Quest for the Essence of Comedy! He has a Bachelor of Arts in Mass Communications with a focus on Advertising and a minor in Photography from Texas State University. He is also a graduate of the Palm Beach Film School. He has a focus on helping businesses with their online video and video marketing presence by assisting companies in maximizing their profits through video production.

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