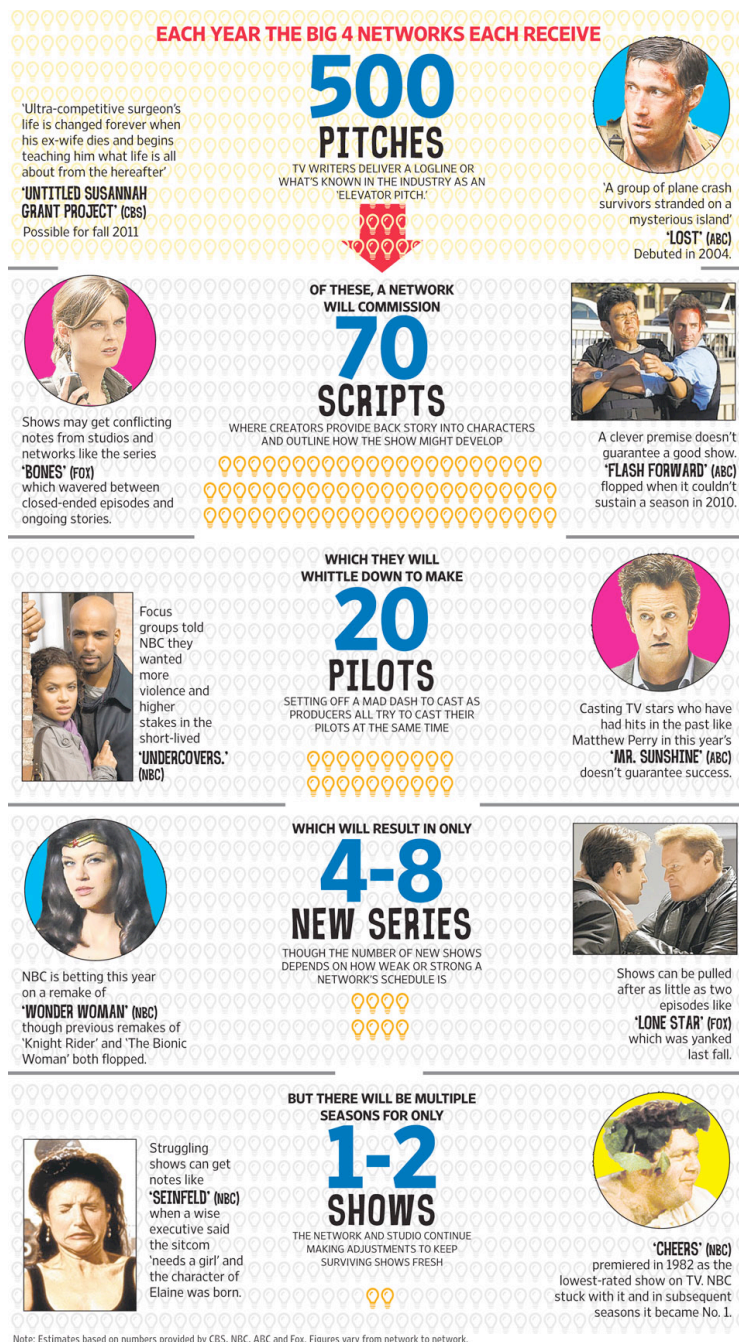


SMFA Network Ownership and the Math of Pilots

Please see page 93 and 94 (the chapter on **Targeting Buyers**) in the 4th edition of *Self-Management for Actors: Getting Down to (Show) Business* for an overview of why it's so incredibly important to keep track of media ownership in order to understand the math of the success of any particular project. Three favorite infographics of mine are available below and at the following links:



For updates to this doc, quarterly phone calls, convos at our ninja message boards, and other support, visit smfa4.com.

Bonnie Gillespie

Source for the above is the *Wall Street Journal*. Of course, they've since put the article behind a paywall but it is available via the Internet Archive:

<https://web.archive.org/web/20160330182009/http://www.wsj.com/news/articles/SB10001424052748703864204576315240324571266>

Plus two infographics far too long for a document shaped like this (but please do click on these links; you'll learn a ton)!

Media Consolidation: The Illusion of Choice:

<https://web.archive.org/web/20170514081352/http://visual.ly:80/media-consolidation-illusion-choice>

TV Shows from Pilot to Renewal:

<http://vouchercloud.com/resources/tv-shows-from-pilot-to-renewal>

Come jam with us in the *SMFA* Facebook group, the private Talkback forum, or the Bonnie Gillespie instructional DOJO to go deeper with this badassery.

Psst! If you find this or any other of these free resources of exceptional value, we'd love a tweet, a photo of you with your copy of *SMFA* for our awesome gallery, or even a nice review at Amazon!