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Nota di contenuto	Book Cover; Title; Copyright; Contents; Tables, Figures and Maps; Preface and Acknowledgments; Introduction and Overview; 1 International Film and TV Coproduction under Review; 2 Activating Codes and Conventions in Co-produced Docudramas; 3 Media Ecologies in Format Franchising; 4 Formats and Reality TV: The Case of the Idol Franchise; 5 Auditioning for Idol; 6 'Content as Currency': New Alliances between Media and Cultural Agents; 7 Summary and Conclusion; Appendix: International Format Production and Distribution Companies; Glossary; Notes; Bibliography; Index
Sommario/riassunto	In this study, Baltruschat calls attention to dramatic changes in worldwide media production. Her work provides new insights into industry re-organization, digital media, and audience interactivity as pivotal relationships are redrawn along the entire value chain of

production, distribution, and consumption. Based on an international study, she details how cultural agents now negotiate a media landscape through collaborative ventures, co-productions and format franchising. These varied collaborations define the new global media economy and affect a shift across the entire field of cultural

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