

A dramatic, high-angle shot of a city in a state of total collapse. In the foreground, a multi-lane highway is completely blocked by a dense, unending sea of cars packed together, representing a horde of zombies. A single person on a motorcycle is riding away from the viewer down the center of the road. To the right, a train car has derailed and is overturned. The background features a dense urban skyline with several prominent skyscrapers under a heavy, overcast sky. Birds are seen flying in the distance. The overall color palette is muted, with greys, browns, and a sickly yellow-green from the sky.

THE WALKING DEAD

MAKING CULT “QUALITY”

BY JEFFREY PELAYO

CONTEXT



- PREMIERED ON THE AMC NETWORK IN 2010
- 10 SEASON SO FAR
- BASED ON COMIC BOOKS BY ROBERT KIRKMAN
- WORLD INFESTED BY ZOMBIES AND FOLLOWS THE STORYLINE OF RICK GRIMES AND HIS GROUP'S STRUGGLE FOR SURVIVAL





OUTCOME OF ITS TIME



ALL OUT WAR

- **RECYCLING AND RE-VERSIONING**
- **REDEPLOYMENT**
- **RISING POPULARITY OF HORROR**
- **"THE ZOMBIE INDUSTRY" INFECTING TV**
- **PROMOTION AT COMIC-CON: SNEAK PEAK, TALKING TO BLOGGERS, LEAKING HINTS**



THE WALKING DEAD
COMICS COMPANION



- **INVESTING LESS AND EXPECTING MORE**
- **REBRANDING AND REDEPLOYING AN EXISTING CULTURAL PRODUCT > NEW IDEAS**
- **SYNERGY = COST-EFFECTIVE WAY TO MAXIMIZE CONSUMPTION**



SEASON 1 EPISODE 5: WILDFIRE



amc amctv.com

ANDREA KILLS HER SISTER OUT OF MERCY

- FIRST TIME WE SEE A PERSON TRANSFORM INTO A ZOMBIE ON TV
- MOST HUMAN-LIKE ZOMBIE, ESPECIALLY IN EYES
- CHARACTER DEVELOPMENT
- SHOW'S FOCUS ON HUMANITY, REAL HUMAN STORIES, AND HUMAN CONFLICT
- MORE EMPHASIS ON CHARACTERS AS OPPOSED TO ZOMBIES





A NEW THREAT

- **BROKE RECORDS IN FIRST SEASON ALONE**
- **AMC'S BRANDING AS A NETWORK KNOWN FOR COMPLEX NARRATIVES, MATURE THEMES, AND QUALITY ACTING**

AUTHORSHIP

- ATTRACTING “CROSSOVER” READERSHIP, INCLUDING MORE WOMEN AND MORE “CASUAL” FANS
- ROBERT KIRKMAN ESTABLISHED A DEEP PERSONAL RELATIONSHIP WITH HIS FANS
- WANTED TO EXPLORE HOW PEOPLE DEAL WITH EXTREME SITUATIONS AND HOW THESE EVENTS CHANGE THEM
- KIRKMAN AS PRODUCER WAS ALLOWED TREATING SHOW AS AN ART



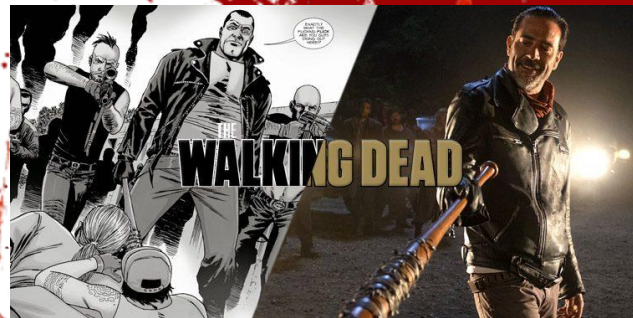
CULTS IN THE MAINSTREAM

The background is a vibrant, comic book-style collage. At the top, the title 'CULTS IN THE MAINSTREAM' is written in a bold, white, distressed font against a yellow and orange background with red splatters. Below the title, the collage features several key elements: on the left, Wolverine with his claws extended; in the center, a man in a trench coat and hat holding a bloody sword; on the right, a large, close-up portrait of a man with a menacing expression; and at the bottom, a chaotic scene of a zombie horde with various characters, including one with a tiger-print shirt.

- COMIC BOOK STRUCTURE RESEMBLED QUALITY TV
- INCREASED INCORPORATION OF CULT GENRES
- SHIFT IN RELATIONSHIP BETWEEN "MAINSTREAM" AND "CULT"
- CONVERGENCE CULTURE & SOCIAL NETWORKS = COMMUNITY-SHARING

QUALITY IN THE MAINSTREAM

- **CHARACTER-DRIVEN PLOT, ADULT CONTENT, & EMPHASIS ON THE SHOW'S GROUNDBREAKING QUALITIES = QUALITY**
- **UNPREDICTABILITY**
- **TRANSMEDIA FRANCHISES CAN OPERATE SUCCESSFULLY IN THE LARGER CONTEXT OF MEDIA DIVERSIFICATION AND CONVERGENCE CULTURE.**





THE
WALKING DEAD

QUESTIONS!

THE
WALKING DEAD



1. WHICH DO YOU THINK HELPED THE WALKING DEAD BECOME MORE SUCCESSFUL AMONG THE MAINSTREAM: ITS CULT ASPECTS OR QUALITY ASPECTS?
2. DO YOU THINK THAT REBRANDING AND REDEPLOYING AN EXISTING CULTURAL PRODUCT IS BETTER THAN CREATING NEW IDEAS FOR SHOWS?



THANK YOU

