

## PRODUCTION

The FX Network is directly involved in the production of all their shows through either the FX Production Company or Fox 21. These are two production studios owned and operated by Fox. The level of involvement and preparation that each show requires, however, varies greatly.

For example, "It's Always Sunny in Philadelphia" was created by Rob McElhenney, Glenn Howerton and Charlie Day with only a handheld video camera and a \$200.00 budget (<http://www.tvovermind.com/tv-news/comedy-central-grabs-its-always-sunny-in-philadelphia-for-syndication/11728>). These men are responsible for the creative development and they also star in the show. Despite such an inconspicuous conception, it has become wildly successful, and owns the primetime 10pm spot on FX's Thursday night lineup.

In contrast with "Sunny's" hands-off production, it takes one month to create an episode of Archer. FX employs Floyd County Productions in Atlanta Georgia for creating concept sketches, and Trinity Animation in Kansas for translating them into three-dimensional images. Then animators and illustrators storyboard the entire episode and apply the voices of the actors, recorded in Hollywood. The actors are removed from the experience beyond recording their voice (<http://www.youtube.com/watch?v=9ZdIX1jDcYI>).

FX partners with production companies beyond those owned by FOX. To produce "It's Always Sunny" FX collaborates with Bluebush Productions, 3 Art Entertainment, RCH, and Sunny Television Productions (<http://www.imdb.com/title/tt0472954/>). RCH and Sunny Television Productions deal solely with "It's Always Sunny". Bluebush Productions works exclusively with FX shows and it has helped shepherd "Damages" and "30 Days" to the air as well (<http://www.imdb.com/title/tt0472954/>). 3 Art Entertainment, on the other hand, has dabbled in many projects. They are responsible for such theatrical hits as "Girl, Interrupted", "Down to Earth" and "Constantine". They have also produced dozens of episodes of "King of the Hill".

Compare this to the production company Actual Reality, responsible for FX's show "30 Days". They have a much less conspicuous resume. Their most notable achievement is their ten episode stint with "Greatest American Dog." "30 Days" also uses a production company called Warrior Poets. Initially, Warrior Poets was created to produce "30 Days" in 2005 and they have since produced 7 other documentaries without commercial success (<http://www.imdb.com/company/co0169151/>). Their 2007 documentary, "What Would Jesus Buy?" only grossed one hundred and ninety six thousand dollars but used a two million dollar budget (<http://www.imdb.com/title/tt0939681/business>).

## TRANSMISSION, DISTRIBUTION

The FX channel is carried in some ninety six million homes (<http://www.newscorp.com/management/fxn.html>). FX transmits shows throughout the United States, UK (Bravo Television, Fiver), Japan (WOWOW),

Hungary (Viasat 3, Comedy Central), Norway (FEM), Estonia (TV3), Romania (AXN), Greece, Belgium, Germany (Sony Pictures), Finland, Canada (CanWest), Argentina (LK-TEL) and Italy (<http://www.imdb.com/title/tt0472954>). They have expanded to the internet through the News Corporation's merger with Comcast to integrate their shows onto the web on sites such as Hulu ([http://www.newscorp.com/news/news\\_331.html](http://www.newscorp.com/news/news_331.html)).

However, FX may lose some fourteen million viewers due to a dispute with Dish Network ([http://www.startribune.com/entertainment/tv/104152283.html?elr=KArksD:aDyaEP:kD:aUq9\\_b9b\\_jEkP:QUiacyKUzyaP37D\\_MDua\\_eyD5PcOiUr](http://www.startribune.com/entertainment/tv/104152283.html?elr=KArksD:aDyaEP:kD:aUq9_b9b_jEkP:QUiacyKUzyaP37D_MDua_eyD5PcOiUr)). Fox is also threatening to pull their programming from Time Warner which could affect up to thirty million viewers in thirteen million households (<http://www.tampabay.com/features/media/fox-tv-owner-news-corp-threatens-to-pull-stations-from-time-warner-cable/1059888>). Even with such business disputes, FX reaches a huge audience and remains FOX's premier channel for original programming.