

ABSTRACT

We are currently witnessing the transformation of media landscape since transmedia contents affect the strategy of distributors, producers, and television broadcasters. This new phenomenon has multidisciplinary overlap, so we encounter with different interpretations and terminology in this discourse. The master thesis *Transformation of distribution of audiovisual content in transmedia context* has two main objectives.

Its primary aim is to unify the basic terminology for media, audiovisual, and distribution discourse based on academic literature. The secondary aim is to explore the strategies of 3 largest domestic terrestrial TV broadcasters through formal analysis. The practical part is divided in 2 sections. The first one is focused on how TV stations have implemented transmedia extensions in the context of audience immersion and broadcasters branding in their distribution strategies. The second examines whether there is true transmedia content for original shows and storyworlds in their production. It is just a matter of time before these changes in distribution strategies will affect TV broadcasters. Transmedia extensions are associated with a creative process since ancient times but we could not realize their existence.

Keywords

transmedia, crossmedia, transmedia storytelling, convergence, audience, adaptation, TV broadcasters, distribution, audiovisual content, storyworlds, audience