

Introducing theWorkbook: Casting Workbook Evolves into a Full-Service Platform for Talent and Production

Over 40 Proprietary Applications Unite Talent, Casting Professionals, Production and Distribution Under One Inclusive Platform New Brand Reflects a Commitment to Values, Vision, and Seamless Customer Service for Creators Worldwide



Los Angeles, California Feb 4, 2025 ([IssueWire.com](https://www.issuewire.com)) - Casting Workbook, a global leader in casting solutions with talent in 63 countries, announces a major brand evolution: we are now **theWorkbook**. This transformation reflects our commitment to inclusivity, expanded services, and continued support for creators, talent, casting professionals, producers, and distributors worldwide.

“We remain dedicated to our core values, vision, and best-in-class customer service as we broaden our capabilities to meet the demands of a rapidly changing entertainment landscape,” said Susan Fox, CEO of theWorkbook. *“By introducing theWorkbook, we are **adding new dimensions** to an already trusted platform—helping our members thrive whether they’re in front of the camera, behind it, or bringing stories to life from concept to distribution.”*

A One-Stop Solution for the Global Entertainment Community

- **Over 40 Proprietary Applications:** From talent representation, casting audition management to production scheduling and distribution channels.
- **Serving 63 Countries:** A truly global community of talent and industry professionals.
- **Driving Growth:** Additional revenue streams and resources designed for the evolving needs of our members to maintain our fair and transparent pricing.

Committed to Inclusivity and Innovation

- **Inclusive by Design:** theWorkbook welcomes the entire casting ecosystem on a fully relational & secure end-to-end platform in 3 languages.
- **Legacy of Excellence:** Building on Casting Workbook’s 25+ year track record, delivering seamless customer experiences and powerful technology.
- **Future-Focused:** Ongoing R&D ensures our platform scales to meet the next generation of entertainment challenges.

“With our launch last year of production **Workbook**, we’ve had the honor of working with some of the most prolific companies—most notably **Televisa/Univision**,” said **John McLean, President & COO of theWorkbook**. “We’ve expanded but haven’t lost sight of what makes us indispensable to the talent and production communities.”

“TheWorkbook streamlined our talent selection process with exceptional organization and visibility, complemented by a responsive, friendly, and reliable team—10/10.”

– **Balbina Canales - Televisa Estudios**

“The platform’s greatest asset is its exceptional team, whose constant guidance, availability, and attentive follow-up have been invaluable in streamlining casting-related production tasks. I deeply appreciate their patience and support and look forward to working together again.”

– **Andrea Enzetti - FAM Contenidos**

Join us in the Next Evolution in Entertainment

Ready to experience TheWorkbook? Contact us at www.theworkbook.com to explore new features and enhanced services designed to advance your career or production

About theWorkbook

theWorkbook (formerly Casting Workbook), has been driving the industry forward for over two decades with leading-edge enterprise casting software. By bridging essential communications between production, casting, agents, and their talent, the company has worked with some of the biggest production studios including Disney, Netflix, Universal, HBO, Amazon Prime, Fox Features, Lionsgate, Sony, Nickelodeon, Televisa Univision, Vix+ and many more.

theWorkbook’s global network consists of offices in Los Angeles, New York City, Toronto, Vancouver, Montreal, Mexico City, Madrid, and Bogota with production, casting, agents, managers and talent in 63 countries. Services are offered in English, French and Spanish. Its customer service teams were ranked #1 globally as part of Help Scout’s annual Award Ranking of 12,000 companies in over 140 countries.

theWorkbook offers over 40 innovative applications to help actors search for jobs, submit self-tapes, work seamlessly with their talent representatives and be presented in an interactive way to producers, streamers and distributors. Whether watching the company’s popular Original Series programming, reading its recently launched digital magazine, auditioning virtually through Virtual Casting Room (VCR), or submitting a self-tape on its top-rated mobile Actor App in IOS and Android, theWorkbook’s commitment is, and always will be, to provide complete customer support and satisfaction.

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