DISTINKT

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DISTINKT, A NEW CALIFORNIA-LICENSED TALENT AGENCY, BREAKS DOWN THE BARRIER TO PROFESSIONAL REPRESENTATION USING A NEW MODEL TO REPRESENT MORE OF THE GLOBAL TALENT COMMUNITY

Distinkt Combines Intelligent Technology and Traditional Client Service to Expand Access to the Evolving Entertainment and Creator Economy

LOS ANGELES (November 12, 2026) ----- Distinkt, a new California-licensed talent agency that pairs human agents with proprietary technology and AI workflows for every client, officially launched today at distinkt.com. The agency is built to vastly expand access to professional representation and connect more of the world's creative talent with opportunity.

Distinkt represents actors, directors, creators, creative producers, editors, and photographers. Clients can log on, create their Distinkt profiles, and once approved, are immediately available for worldwide opportunities across commercials, film and television. The agency combines the personal advocacy and career-building services of traditional representation with proprietary technology designed to help it identify opportunities and negotiate the best possible deals for its clients.

Distinkt operates as a client-focused talent agency built on a proprietary AI platform. Each client is supported by a representation team that combines human agents with three layers of technology: AI teammates assigned to the individual client, which evaluate opportunities and offers and prepare them for agent review and approval; specialist AI agents with expertise in contracts and unions across film, television, digital, and commercials work in the U.S., U.K., EU, EMEA, LATAM and Asia-Pacific markets, and media and career analysis; and platform processes that assist with briefs, negotiations, bookings, contracts, scheduling and outreach. The technology handles much of the traditional agency workflows, while all decisions are made by the agency's human agents.

"We believe professional representation should be accessible to anyone with talent," said Distinkt Co-Founder and CEO Robert Herman. "We built Distinkt so that a significant part of the coordination and administration of agency work is managed by technology. That frees our agents to focus on judgment, evaluation and negotiation, and it means we can offer effective representation to far more of the world's working creative talent."

Distinkt launches with more than 1,200 clients in 43 countries who have taken advantage of the agency's unique model since the firm began operating in stealth mode in May, with more clients signing daily. The agency estimates there are more than two million actors currently unrepresented worldwide and more than 50 million creators who are earning some income. The global creator economy market size, currently $310 billion in 2026, is estimated to reach $1.3 trillion by 2033, according to a 2026 study by Grand View Research.

"The traditional representation model has served the industry incredibly well and continues to serve many artists at the highest levels of their careers," said Gibbin. "But the economics of that model inevitably mean that a huge amount of talent around the world remains unrepresented or underrepresented. Distinkt is designed to reach more of those people and give them a genuine advocate and a pathway into the creative economy."

Distinkt is built around the changing reality of creative careers: talented people increasingly move in and out of professional creative work. A filmmaker may direct a commercial, spend months developing a feature and then take other work between projects. An actor, editor, or creator may work professionally only periodically while continuing to develop their craft. The agency matches this flexibility using a non-exclusive model, only commissioning the opportunities it brings to clients.

Herman added, "Under the Distinkt model, working sporadically or working only a little doesn't disqualify someone from professional representation or cut them off from the creative economy. Instead, Distinkt accepts the uneven nature of creative careers as a reality and is structured to maintain those relationships, advocate for talent and help create the opportunities that could lead to what comes next.'

Distinkt's platform also lets the agency work across disciplines and borders more efficiently. Film, television and commercial production is increasingly concentrated in a network of more than two dozen international hubs, with cities such as London, Toronto, Vancouver, Atlanta, Prague, Mexico City and Sydney becoming major centers of production. Streamers are also expanding local-language programming in markets around the world. As production spreads across these hubs, projects are more often staffed by talent from several countries. The need for representation that works across borders grows with them. By bringing those relationships and the talent process together through one agency, Distinkt makes globally distributed creative teams faster and more practical to assemble.

Founded by Robert Herman, Chris Gibbin and Chris Day, Distinkt draws on the Los Angeles and London-based trio's combined decades of experience across talent representation, film and commercial production, advertising and entertainment. Together, the founders have worked with leading creative talent and global brands, helped build agencies and led production companies, produced film and commercial work, and helped guide creative careers and businesses across a rapidly changing media landscape.

“We’re using technology to give agents superpowers, not to replace them,” said Herman. “Finding an opportunity is only the beginning. A great agent team has to understand what that opportunity is worth, know where there is room to push and fight for the best possible deal. We’ve built technology to help our agency do all of those things better.”

ABOUT DISTINKT

Distinkt is a California-licensed talent agency representing actors, directors, editors, creators, creative producers and photographers around the world. Founded by Robert Herman, Chris Gibbin and Chris Day, Distinkt combines professional representation with deep experience across talent representation and film and commercial production. Distinkt breaks the traditional agency model with a platform of AI workflows that support the legwork of identifying opportunities, managing offers and availability, and supporting negotiations and contracts, while its human agents make the important decisions that allow clients to flourish across commercials, film and television. The agency is accessible globally at distinkt.com.

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Media contact:
Chris Day
Co-Founder and Chief Communications Officer
chris_day@distinkt.com