

= Veronica Mars =

Veronica Mars is an American teen noir mystery drama television series created by screenwriter Rob Thomas . The series is set in the fictional town of Neptune , California , and stars Kristen Bell as the eponymous character . The series premiered on September 22 , 2004 , during television network UPN 's final two years , and ended on May 22 , 2007 , after a season on UPN 's successor , The CW , airing for three seasons total . Veronica Mars was produced by Warner Bros. Television , Silver Pictures Television , Stu Segall Productions , and Rob Thomas Productions . Joel Silver and Rob Thomas were executive producers for the entire run of the series , while Diane Ruggiero was promoted in the third season .

Veronica Mars is a student who progresses from high school to college while moonlighting as a private investigator under the tutelage of her detective father . In each episode , Veronica solves a different stand @-@ alone case while working to solve a more complex mystery . The first two seasons of the series each had a season @-@ long mystery arc , introduced in the first episode of the season and solved in the season finale . The third season took a different format , focusing on smaller mystery arcs that would last the course of several episodes .

Thomas initially wrote Veronica Mars as a young adult novel , which featured a male protagonist ; he changed the gender because he thought a noir piece told from a female point of view would be more interesting and original . Filming began in March 2004 , and the series premiered in September to 2 @.@ 49 million American viewers . The critically acclaimed first season 's run of 22 episodes garnered an average of 2 @.@ 5 million viewers per episode in the United States . Veronica Mars appeared on a number of fall television best lists , and garnered several awards and nominations . During the series ' run , it was nominated for two Satellite Awards , four Saturn Awards , five Teen Choice Awards and was featured on AFI 's TV Programs of the Year for 2005 .

Following the cancellation of the series , Thomas wrote a feature film script continuing the series . Warner Bros. opted not to fund the project at the time . On March 13 , 2013 , Bell and Thomas launched a fundraising campaign to produce the film through Kickstarter and attained the \$ 2 million goal in less than eleven hours . They accumulated over \$ 5 @.@ 7 million via Kickstarter . The film was released on March 14 , 2014 .

= = Season synopses = =

= = = Season one = = =

Season 1 revolves around Veronica Mars , a high school student and private investigator in the fictional Southern California seaside town of Neptune . As the daughter of well @-@ respected County Sheriff Keith Mars , Veronica 's biggest problem was getting dumped by her boyfriend , Duncan Kane , until the murder of her best friend Lilly Kane . After Lilly 's murder , Veronica 's life falls apart . Keith accuses Lilly 's father , popular software billionaire Jake Kane , of being involved in the murder . This provokes Neptune 's wrath and Keith 's ousting as sheriff in a recall election , replaced by Don Lamb . Veronica 's mother , Lianne , develops a drinking problem and leaves town . Veronica 's " 09er " friends ? wealthy students from the fictional 90909 ZIP code ? force her to choose between them and her father ; Veronica chooses her father . After being voted out as sheriff , Keith opens a private investigation agency , Mars Investigations , where Veronica works part @-@ time . Veronica helps her father solve cases and conducts her own investigations on behalf of friends and acquaintances at school .

Veronica discovers new evidence which suggests that Abel Koontz , the man imprisoned after confessing to Lilly 's murder , is innocent . As Veronica delves deeper into the murder case , she also works on other investigations , seeks her mother 's whereabouts and deals with the aftermath of being drugged and raped during an " 09er " party . Veronica , no longer part of the school 's wealthy in @-@ crowd , makes some new friends : Wallace Fennel , Neptune High basketball star and new student ; Eli " Weevil " Navarro , leader of the PCHers , a Latino biker gang ; and Cindy "

Mac " Mackenzie , Neptune High 's resident computer genius . Using her friends ' resources , as well as those provided by her father and his contacts , Veronica gains a reputation for sleuthing and finds her skills in increasingly high demand at her school and in the community . Things get more complicated when Veronica falls into a relationship with Lilly 's ex @-@ boyfriend Logan Echolls , who for a time held Veronica partly responsible for Lilly 's death and went out of his way to harass her .

= = = Season two = = =

The second season begins with the introduction of two new cases : a bus accident that kills several of Veronica 's classmates , and the death of PCH biker gang member Felix Toombs . A school bus carrying six Neptune High students and a teacher plunges off a cliff , killing all but one passenger . Veronica , who was supposed to be on the bus , makes it her mission to discover why the bus crashed and who is responsible . Logan picks a fight with Weevil and the PCHers and ends up accused of killing Felix (a charge he denies) . Partway through the season , Weevil becomes convinced of Logan 's innocence and they team up to find the real killer . This season shows Veronica 's life returning to much the way it had been before Lilly 's death : having broken up with Logan during the summer , she reunites with Duncan and is somewhat accepted by the ' 09ers . However , her private @-@ eye sideline and tough persona keep her from being truly assimilated back into the rich crowd . ' 09ers Dick Casablancas and Cassidy " Beaver " Casablancas deal with a gold @-@ digging stepmother , Kendall Casablancas , with whom they are left when their father flees the country while under investigation for real estate fraud . Wallace discovers that his biological father is alive , and takes a romantic interest in Jackie Cook , the daughter of baseball legend , Terrence Cook who is investigated for the bus accident . Veronica discovers that the town mayor , who years ago coached a little league baseball team , sexually molested several team members , including Cassidy " Beaver " Casablancas . In the finale , it is discovered that Beaver is responsible for the bus accident and Veronica 's rape , as well as a plane crash that kills the mayor (Veronica 's dad was supposed to be on the plane , so she thinks he is dead) . Veronica confronts Beaver on the roof of the Neptune Grand hotel , where he tries to kill her . Logan saves her , but Beaver commits suicide by jumping off the roof .

= = = Season three = = =

In the third and final season , Veronica , Logan , Wallace , Cindy " Mac " Mackenzie and Dick are freshmen at Neptune 's Hearst College . Two new regular main characters are introduced : Stosh " Piz " Piznarski and Parker Lee , who are the respective roommates of Wallace and Mac . The first mystery is established when Parker becomes a victim of the Hearst serial rapist , a storyline begun in the second season . Feeling guilty for not helping her , and remembering her past rape , Veronica sets herself the task of catching the rapist . The next mystery , the murder of the College 's Dean , commences in the same episode the rapist is caught . During the season , Keith begins an adulterous affair with a married client , Wallace struggles to balance academics and sports , Mac begins dating again after previous failed relationships , and Dick has a breakdown and appeals to Logan for help . The season also chronicles Veronica and Logan 's failing attempts to maintain their relationship in the face of Veronica 's increasing mistrust .

= = Cast and characters = =

The first season had seven regular characters . Kristen Bell portrayed the title character Veronica Mars , a high school junior and skilled private detective . Teddy Dunn played Duncan Kane , Veronica 's ex @-@ boyfriend and Lilly 's brother . Jason Dohring played Logan Echolls , the " bad @-@ boy " 09er , the son of an A @-@ list actor . Percy Daggs III portrayed Wallace Fennel , Veronica 's best friend and frequent partner in solving mysteries . Francis Capra portrayed Eli " Weevil " Navarro , the leader of the PCH Biker gang and Veronica 's friend . Enrico Colantoni played

Veronica 's father Keith Mars , a private investigator and former Balboa County Sheriff . Sydney Tamiia Poitier played Mallory Dent , Veronica 's journalism teacher at Neptune High . Although she was given series regular billing , Poitier appeared in only four episodes , but was given credit for seven . Poitier 's removal from the series was rumored to be due to budget issues .

Thomas , who said he " conceive [d] the show as a one @-@ year mystery " , decided that he needed to introduce and eliminate several characters to be able to create an " equally fascinating mystery " for the series ' second season . Thomas felt that he could not bring back the Kanes and the Echolls and " have them all involved in a new mystery " ; he needed " new blood " . The second season saw the introduction of Tessa Thompson as Jackie Cook , a romantic interest of Wallace and daughter of a famous baseball player . Previous recurring characters Dick Casablancas and Cassidy " Beaver " Casablancas were upgraded to series regulars . Dick , played by Ryan Hansen , was an 09er friend of Logan , a womanizer and former high @-@ school bully turned frat boy . Kyle Gallner portrayed " Beaver " , Dick 's introverted younger brother . Dunn , who portrayed Duncan Kane , left the series midway through the season , although was credited as a main cast member for the remainder of the season . Thomas explained that the Logan @-@ Veronica @-@ Duncan love triangle had run its course , and to keep the series fresh , there would need to be " other guys in her life " . He attributed Dunn 's removal to fan interest dominating the Logan @-@ Veronica relationship , saying " it became clear that one suitor won out " .

The third season introduced two new series regulars , Parker Lee and Stosh " Piz " Piznarski . Julie Gonzalo portrayed Parker , Mac 's extroverted roommate at Hearst College and " everything that Mac is not " . Piz , played by Chris Lowell , was Wallace 's roommate at Hearst College and a music lover with his own campus radio show . Piz was named after the director of the pilot , Mark Piznarski . The character 's role was to have another male friend for Veronica who was middle @-@ class , and not upper @-@ class . Thomas used the radio show as a narrative device to capture the mood of the university . Cindy " Mac " Mackenzie and Don Lamb , recurring characters in the first two seasons , were upgraded to series regulars . Mac , portrayed by Tina Majorino , was a computer expert befriended by Veronica . Lamb , portrayed by Michael Muhney , was the Balboa County Sheriff who won the office from Keith in the recall election .

= = Production = =

= = = Conception = = =

Rob Thomas originally wrote Veronica Mars as a young adult novel for publishing company Simon & Schuster . Prior to his first television job on Dawson 's Creek , Thomas sold two novel ideas . One of these was provisionally titled Untitled Rob Thomas Teen Detective Novel , which formed the basis for the series . The novel had many elements similar to Veronica Mars , though the protagonist was male . Thomas 's father was a vice @-@ principal at Westlake High School near Austin , Texas , and the main character attended a " thinly disguised version " of the school . As Thomas had begun writing for film and television , he did not resume his teen detective idea for several years . Writing a novel could take months for Thomas , whereas a television script only took several weeks . Knowing that television scripts paid more , Thomas wrote the television version of the teen detective project as a spec script before it became a novel . Since no studio or network had asked him to write it , and he would not get paid unless it sold , Thomas said that " it was never a very pressing project for me " . Tinkering with it from time to time , Thomas wrote project notes a year before he actually started writing the television script . Most of his original ideas made it into the script , but some changed drastically . Thomas wanted to use flashbacks , and he had to shorten the timeline so that the murder could happen in a recent time . Thomas changed the gender of the protagonist because he thought a noir piece told from a female point of view would be more interesting and unique .

= = = Casting = = =

Kristen Bell was chosen to play Veronica Mars from more than 500 women who auditioned for the role . Bell felt that it was " just luck " that Rob Thomas saw that " I have some sass to me , and that 's exactly what he wanted " . Bell thought that it was her cheerleader looks and an outsider 's attitude that set her apart from the other women who auditioned . Jason Dohring , who played Logan Echolls , originally auditioned for the role of Duncan Kane . Teddy Dunn originally auditioned for Logan , but ended up portraying Duncan Kane . Dohring felt that his audition for Duncan " was a little dark " , and he was told by the producers that it was " not really right " . The producers asked Dohring to read for the role of Logan . Dohring acted one scene from the pilot , in which he shattered the headlights of a car with a crowbar . During the final auditions , Dohring read two times with Bell and met with the studio and the network . When reading with Bell , Dohring acted the whole scene as if he had raped her , and tried to give the character an evil and fun feel . At the time of Dohring 's audition for Logan , the character was only going to be a guest star in the pilot .

Percy Daggs III auditioned for the role of Wallace Fennel two times before being cast , and he had to go through three tests with the studio and network executives . During his first audition , Daggs read four scenes from the pilot . Just before his studio test , Daggs read with Bell and had " a great conversation " . He said that she " made me feel comfortable about auditioning " and was a big reason why he became more comfortable playing Wallace as the season went on . Thomas described Amanda Seyfried , who portrayed the murdered Lilly Kane , as " the biggest surprise of the year " . When casting a series regular , he was able to see all the best actors in town , mainly because they all wanted to be a series regular . When casting Lilly Kane , who would only appear from time @-@ to @-@ time as " the dead girl " , Thomas did not receive the same level of actors . Thomas said that he had " never had a more cut and dry audition " than he did with Seyfried . He said that she was " about 100 times better than anyone else that we saw , she was just spectacular " . He continued by saying that she ended up being so good in the series that he used her three or four more times than he initially planned .

= = = Writing and format = = =

The episodes of the series have a distinct structure : Veronica investigates a different " case of the week " while continually trying to solve a larger mystery which spans several episodes or a whole season . The first two seasons of Veronica Mars have a season @-@ long mystery arc , which is introduced in the first episode of the season and solved in the finale . The third season takes on a different format , focusing on two smaller mystery arcs that last the course of nine and six episodes respectively . The final five episodes of the season feature stand @-@ alone mysteries . During the first season , Thomas was unsure if the success of the series was attributed to the " case of the week " each episode , or the overarching story . He realized that fans were cool with the " case of the week " , but came back for the ongoing mystery . Thomas felt that Bell had been overworked in the first season , and the mystery involving Logan and Weevil in the second season was an attempt to give her some time off . He said that the mystery arcs of the second season had " way too many suspects , way too many red herrings " , and that the third season needed a change .

The third season was initially planned to include three separate mysteries that would be introduced and resolved in a series of non @-@ overlapping story arcs . Thomas realized by talking to CW Entertainment President Dawn Ostroff that viewers got too confused by his original format , and the new format would allow new viewers to start watching at any point in the season . Inspired by the improvised thriller Bubble , Thomas started laying " subtle " motives for the second mystery during the first one , so that fans would have " a theory on whodunit " when it occurred . The first mystery took place over the first nine episodes . Originally , the second mystery was to be seven episodes long and the third mystery was to occur over the last six episodes of the season . This was changed when The CW ordered a 20 episode season instead of the usual 22 episodes . The second mystery arc was shortened from seven episodes to six , and the third mystery was first changed from a six episode arc to a five episode arc . After an eight @-@ week hiatus for the series was announced , the final mystery was changed to five stand @-@ alone episodes designed to be friendlier to new viewers . The final mystery was originally going to be " unlike any of the others we 've done before "

. Previously , " nice characters " like Wallace and Mac had always been absent from the big mystery because no one was going to believe them as a suspect . For the third mystery , Thomas had wanted to present a situation where Wallace and Mac could be fully involved , " key players [with] really interesting stuff to do " .

= = = Filming = = =

The original pilot filmed was darker in tone than the one aired . Thomas intended to take the script to FX , HBO or Showtime , but gave UPN " credit " as they only wanted it a bit lighter to match their standards and practices . There was also a lengthy debate as to whether Veronica could be a rape victim ; UPN eventually consented . In the aired version of the pilot , Lilly Kane was found by the pool in the same spot where she was murdered . However , Thomas stated that Lilly 's body was originally going to be found in the ocean , and he had a plan for events which led to Lilly 's body being dumped . When Thomas pitched the idea to UPN , the network felt that it was " too dark and creepy " for Jake Kane to dispose of his daughter 's body to protect his son , and the idea was changed .

Many of the series ' scenes were filmed at Stu Segall Productions in San Diego , California . Producer Paul Kurta said that most of the scenes taking place in Neptune were filmed in Oceanside , California . Kurta liked that it was " a seaside town that still feels like middle @-@ class people live there ... Most of the seaside towns feel resort driven . " It was estimated that the series spent \$ 44 million a year shooting each season in San Diego , which made more than half of the revenue generated by film production in the area in 2006 .

The setting of Neptune High , which was featured in the first two seasons , was also located in Oceanside . The school , Oceanside High School , was paid \$ 7 @,@ 750 by Stu Segall Productions for the use of the campus and extras . The series ' third season setting of Hearst College was mostly filmed on the campuses of San Diego State University , University of San Diego , and the University of California , San Diego . Filming locations were chosen by the director and by production designer Alfred Sole . Sole reportedly " really liked the look and feel of the school " , and San Diego State University invited the series with " open arms " . Taping at the university led to financial and employment benefits for the university and its students . Alumni worked as crewmembers while students worked as actors ; half of the third season extras were students from the university 's film department .

= = = Music = = =

" We Used to Be Friends " by The Dandy Warhols was used as the series ' theme song . Composer Josh Kramon was originally going to produce a noir version of a 1980s song for the theme . However , Rob Thomas was " pretty much set on finding a song " , and " We Used to Be Friends " was chosen right from the beginning . This theme was considered by TV critic Samantha Holloway to be one of " the five most recognizable , sing @-@ along @-@ able , memorable and best theme songs " . In the third season , the theme song was remixed in a softer piano style with dark and vibrant electronic beats to reflect the more noir @-@ influenced opening credits .

Kramon wrote the original background music to convey the film noir themes . For the pilot , Thomas wanted " a really atmospheric , kind of modern noir type of vibe " , and Kramon used sounds similar to that of Air and Zero 7 . Kramon used " traditional sounds " for the series , but also processed and filtered them . Among the instruments used were piano , vibraphone and guitar . When using an acoustic piano , Kramon would use compression so that it did not sound like a traditional piano . Live bass and percussion was also used , as Kramon did not like to program them . The main instrument used was guitar , but Kramon felt that piano was " by far the most important instrument for working on TV shows , especially when you 're doing everything yourself . "

A week before choosing the sounds for the episodes , the crew had a " spotting session " , where they would discuss with Thomas and the producers which type of music was going to be featured . Kramon did not decide the songs to be featured , but composed and created the whole score . Since

there was little orchestral music , and Kramon could play guitar , piano , bass and drums , he played the whole score without hiring a musician . Veronica Mars : Original Television Soundtrack , a song compilation from the series ' first and second seasons , was released by Nettwerk Records on September 27 , 2005 . Thomas revealed that the primary goal for the soundtrack was to " get more publicity , which will in turn hopefully get more viewers for the show " .

= = Cancellation and film = =

= = = Cancellation = = =

In January 2007 , Dawn Ostroff announced that while she was pleased with the gradual ratings improvement of Veronica Mars , the series would be put on hiatus after the February sweeps to air a new reality series , Pussycat Dolls Present . When the hiatus ended , the series returned for the last five episodes of the season . At the 2007 CW Upfront , Ostroff announced that Veronica Mars was not part of the new primetime lineup and was " not coming back " . Thomas created a trailer that took place four years after the third season finale , with the working title " Veronica in the FBI " , and released it on the third season DVD . When asked if the FBI concept could happen , Ostroff said that the series was probably completely gone " in any form " . Ostroff also said that Kristen Bell and Rob Thomas might collaborate on another project for the CW network . In June 2007 , TV Guide writer Michael Ausiello confirmed that the cancellation of Veronica Mars was official .

= = = Potential film progress = = =

Thomas stated that he was interested in writing a feature film based on the series , in the interest of providing closure to the story lines and character arcs . In September 2008 , Michael Ausiello , writing for Entertainment Weekly , reported that Thomas had met with Bell to discuss the plot , which would likely involve Veronica solving crime in college rather than as an FBI agent . Thomas felt that the " FBI scenario was more of a ' What if ... ? ' " , aimed at getting a fourth season , and that he " would want to bring back our key players , and it would be tough to believe that the FBI stationed Veronica in Neptune . " Ausiello later reported that Enrico Colantoni would be involved in the project . Colantoni said that he was fully aware of the talks taking place , adding , " cult shows have translated well into the film arena . Nothing 's official , but they 're talking about it . " In addition to the feature @-@ film possibility , Thomas had a meeting with DC Comics to talk about a Veronica Mars comic book series .

In September 2008 , Thomas told Entertainment Weekly that " I thought I had the idea broken , but I 've hit a wall in the final act that I haven 't quite figured out " . Thomas explained that he had been very busy writing for Cupid and Party Down , both of which he created . In January 2009 , TV Guide reported that the film was Thomas ' first priority after Cupid . Thomas noted that as well as writing the script , someone would need to pay for the film , but indicated that producer Joel Silver was ready to green @-@ light the film . In June 2009 , Bell said " I don 't think it will ever happen , and here 's why : [Series creator] Rob Thomas and I had a powwow , and we were both 100 percent on board . We took our proposal to Warner Bros. and Joel Silver told us that there is no enthusiasm [there] to make a Veronica Mars movie , and that is unfortunately a roadblock we cannot compete with . " At the 2010 TCA Winter Press Tour , Rob Thomas stated that the movie wouldn 't be happening , " I would write it if anyone would finance it . If anyone 's interested in making that movie I am available , Kristen 's [Bell] available . I would love to do it . I think the closest we came was Joel [Silver] pushing it at Warner Bros. and they didn 't bite . It has sort of gone away . " In April 2010 , Thomas insisted , " it 's not dead . I continue to want to do it [...] We 're still looking into it . " In June 2010 , Silver was less optimistic about the film happening ; " we analyzed all these areas about it . I talked to the home video people , because a movie like that would be driven by video . The [season DVDs] didn 't do that well ... So they didn 't feel there was a need or an audience . "

== Kickstarter project ==

On March 13 , 2013 , Rob Thomas and Kristen Bell launched a Kickstarter fundraiser in an attempt to get the film made , with the help of fans to reach the goal of \$ 2 million . The campaign offered various incentives to those who donated more than \$ 10 . Thomas and Bell stated that they approached Warner Bros. with the idea and they approved and will be distributing the finished title . Bell , Thomas , Enrico Colantoni , Ryan Hansen , and Jason Dohring appeared in a video promoting the campaign that was shot in February 2012 . The goal was met within 10 hours of the start of the campaign . The project broke several Kickstarter records , including being the largest successful film project on Kickstarter . The Kickstarter campaign ended on April 13 , with 91 @, @ 585 donors raising \$ 5 @, @ 702 @, @ 153 . Production began in June 2013 , with a projected early 2014 release . In December 2013 , Thomas announced that the release date would be March 14 , 2014 , a year and a day after the start of the Kickstarter project .

On April 5 , Thomas had completed the first draft of the script . Several casting announcements were made through April to June , with confirmation of several returning cast members , including Jason Dohring (Logan Echolls) , Enrico Colantoni (Keith Mars) , Percy Daggs III (Wallace Fennel) , Chris Lowell (Stosh " Piz " Piznarski) , Francis Capra (Eli " Weevil " Navarro) , Ryan Hansen (Dick Casablancas) , and Tina Majorino (Cindy " Mac " Mackenzie) , among several others .

The film had its world premiere at the South by Southwest film festival on March 8 , 2014 , and was released in theatres and through online platforms on March 14 , 2014 . The film grossed \$ 3 @, @ 485 @, @ 127 worldwide , and received positive reviews from critics , with a 78 % approval rating on review aggregation website Rotten Tomatoes based on reviews from 118 critics , with an average score of 6 @. @ 6 out of 10 .

== Other media ==

== Novels ==

A series of novels , written by series creator Rob Thomas and Jennifer Graham , continue the story after the events of the Veronica Mars film and also feature Logan , Mac , Wallace , and Dick . The first novel , Veronica Mars : The Thousand Dollar Tan Line , was released by Random House on March 25 , 2014 , as a Vintage Books trade paperback (ISBN 978 @- @ 0 @- @ 8041 @- @ 7070 @- @ 3) , an eBook (ISBN 978 @- @ 0 @- @ 8041 @- @ 7071 @- @ 0) , and an unabridged audiobook read by Kristen Bell (ISBN 978 @- @ 0 @- @ 8041 @- @ 9351 @- @ 1) . The second novel , Veronica Mars : Mr. Kiss and Tell , also published by Vintage Books , was released on January 20 , 2015 . Thomas has said in interviews that the novels are canon , and would not be negated by a future film .

== Web spin @- @ off ==

In January 2014 , it was announced that a digital spin @- @ off of Veronica Mars was in development with creator Rob Thomas . The metafictional concept features Ryan Hansen portraying himself in an attempt to make a spin @- @ off based on his character Dick Casablancas . On August 13 , 2014 , it was announced that the web series , titled Play It Again , Dick , would premiere on September 18 , 2014 on The CW 's digital content website , CW Seed in 8 @- @ episode installments with a length of 8 ? 10 minutes per installment . Other cast members returning include Kristen Bell , Jason Dohring , Enrico Colantoni , Percy Daggs III , Daran Norris , Francis Capra , Chris Lowell and Ken Marino , who portrayed their " Veronica Mars " characters as well as fictionalized versions of themselves .

== Reception ==

== Ratings ==

Below , " rank " refers to how well Veronica Mars rated compared to other television series which aired during primetime hours of the corresponding television season . The television season tends to begin in September , of any given year , and end during the May of the following year . " Viewers " refers to the average number of viewers for all original episodes , broadcast during the television season in the series ' regular timeslot . " Rank " is shown in relation to the total number of series airing on the six / five major English @-@ language networks in a given season . The " season premiere " is the date that the first episode of the season aired . Similarly , the " season finale " is the date that the final episode of the season aired .

== Critical reception ==

Although not a ratings success , the series was a critical success from its first season . Robert Abele of LA Weekly said " in this smart , engaging series about a former popular girl turned crime @-@ solving high school outcast , the hard @-@ boiled dialogue comes from its teen protagonist 's mouth in a way that stabs any potential cutesiness in the heart with an ice pick . " In her review , Paige Wiser of the Chicago Sun Times said that " on Veronica Mars , wholesome is out ; gritty reality is in . The show never soft @-@ pedals the timeless , fundamental truth that high school is hell . " Joyce Millman of The Phoenix felt that the series was " a character study masquerading as a high @-@ school drama " . Joy Press of The Village Voice saw the series as " a sharp teen noir in the making . Tinged with class resentment and nostalgia for Veronica 's lost innocence , this series pulses with promise . " Michael Abernethy of PopMatters said that " intrigue , drama , and humor , Veronica Mars is also a lesson book for the disenfranchised . Few TV series aim so high ; even fewer succeed so well . " James Poniewozik of Time labeled it as one of the six best dramas on television . He praised Bell as " a captivating star " , and said that the series " uses its pulp premise to dramatize a universal teen experience : that growing up means sleuthing out the mystery of who you really are . " Kay McFadden of The Seattle Times called the series an update to the " classic California film noir " . She felt that Veronica Mars was the best new series on UPN , and that the title character was potentially " this season 's most interesting character creation " . McFadden described the series as " Alias in its attitude , Raymond Chandler in its writing and The O.C. in its class @-@ consciousness . " Stephanie Zacharek of Salon.com praised the first season finale for being " just the sort of satisfying caper you look for in a series that , week after week , keeps you asking questions . "

Veronica Mars was also positively received by other writers . Joss Whedon , who made a guest appearance in the second season episode " Rat Saw God " , said that it was the " Best . Show . Ever . Seriously , I 've never gotten more wrapped up in a show I wasn 't making , and maybe even more than those [...] These guys know what they 're doing on a level that intimidates me . It 's the Harry Potter of shows . " Kevin Smith , who guest starred in the episode " Driver Ed " , said that Veronica Mars was " hands @-@ down , the best show on television right now , and proof that TV can be far better than cinema . " Stephen King described the series as " Nancy Drew meets Philip Marlowe , and the result is pure nitro . Why is Veronica Mars so good ? It bears little resemblance to life as I know it , but I can 't take my eyes off the damn thing . " Ed Brubaker called it " the best mystery show ever made in America . "

Despite being a critical success throughout its run , criticisms began to emerge of the series in its third season . Keith McDuffee of TV Squad described the third season as " disappointing " , mainly because the episodes offered nothing new : " most fans of Veronica Mars felt that season three was clearly its weakest . " Eric Goldman of IGN said that the main issue was the shift in the overall tone , with a lighter feeling than the previous seasons . He felt that Logan had been most affected by the tone change , robbed of his darker aspects and changed into an " increasingly extraneous character . " Goldman felt that despite the concerns over final five episodes , the series ended with " three very strong episodes , with lots of strong dialogue and Veronica proving again just how tough she can be

, and what a strong character she is . " Goldman concluded that although the third season " was very choppy " , it still had " plenty of witty dialogue and a continually engaging performance by Kristen Bell as the title character . " The Pittsburgh Post @-@ Gazette opined that Veronica Mars had taken a dive " creatively " , from " the mopier version of its theme song to stalled storylines . " The reviewer felt that " the arcing mysteries had grown less convincing and compelling as time went on and were too drawn out . " Fox News Channel 's Bridget Byrne pointed out that Veronica had " gone from punky to ? dare we say ? preppy " in the third season . Byrne further explained that " with her quick , bright wit and sharp eye for life 's darker moments [Veronica] has left high school and is going to college , doffing her dark threads and spiked tresses for something a little more stylish . "

The series , described as a " critical darling " , appeared on a number of fall television best lists . In 2005 , the series was featured on AFI 's TV Programs of the Year , and on the lists of MSN TV , The Village Voice , the Chicago Tribune , People Weekly and the Pittsburgh Post @-@ Gazette . It was named the second best series by Ain 't It Cool News , fourth best returning series by Time , fifth best series by Newsday , PopMatters and San Jose Mercury @-@ News , and sixth best by Entertainment Weekly and USA Today . In 2006 , the series was ranked number one on the lists of Ain 't It Cool News and the Chicago Sun @-@ Times , and was ranked number six by Metacritic . In 2007 , the series ranked number 18 on TV Guide 's list of the " Top Cult Shows Ever " . In 2008 , AOL TV ranked Veronica Mars the 10th Best School Show of All Time . The same year , British film magazine Empire ranked it number 48 in their list of the " 50 Greatest TV Shows of All Time " . The magazine said that " smart storylines and witty riffs on pop culture pepper the scripts , while Kristen Bell lent ballsy charm to the title role and ensured that every episode of the show 's three seasons was television gold . Its untimely cancellation was a slap in the face that still smarts to this day . " Empire named " Not Pictured " the best episode of the series . In 2010 , Kristin dos Santos of E ! ranked Veronica Mars number 8 on her list , " Top 20 TV Series of the Past 20 Years " . The A.V. Club named it the 15th best TV series of the 2000s (decade) .

In 2012 , Entertainment Weekly listed the show at # 13 in the " 25 Best Cult TV Shows from the Past 25 Years " , with the comments , " It 's not easy telling the story of a girl 's mission to solve her best friend 's murder - while also investigating her own rape - but creator Rob Thomas ' tough assignment was made easier by putting the tirelessly smart and snarky Veronica Mars on the case . Her wry one @-@ liners injected much @-@ needed lightness into sometimes grim mysteries . "

= = = Fandom = = =

Veronica Mars has attracted a loyal and dedicated fan base . A group of fans calling themselves the " Cloud Watchers " organized several campaigns to bring more viewers to the series to ensure its continuation . The group hired a plane to fly over the CW offices , carrying a banner reading " Renew Veronica Mars " . The group hired street teams in New York , Los Angeles , Philadelphia , and Chicago to distribute 30 @, @ 000 fliers advertising the series ' return after its midseason hiatus in the third season . The " Cloud Watchers " raised \$ 50 @, @ 000 in donations and through the sale of Veronica Mars clothing and tchotchkes . Upon the cancellation of the series , fans sent more than 10 @, @ 000 Mars Bars to the CW , hoping that the network would reverse its decision and renew the series . Rob Thomas thanked the fans of the series for their efforts , saying " I love those people and they have been so good to me , but it 's not going to happen . " A feature film continuation was made possible in 2013 through a Kickstarter fund , in which 91 @, @ 585 fans donated \$ 5 @, @ 702 @, @ 153 to get the film made . Fans have also come to refer to themselves and be referred to as " Marshmallows " by media as well as the cast and crew of the series after a line delivered by Wallace (Percy Daggs III) in the pilot episode : " You 're a marshmallow , Veronica Mars . A Twinkie . " At the end of the same episode , Veronica in voiceover remarks " Well , you know what they say : ' Veronica Mars , she 's a marshmallow . ' " A reference to the term was also included in the fan @-@ funded film .

= = = Awards and nominations = = =

= = Distribution = =

= = = International = = =

The CTV Television Network began airing Veronica Mars in Canada as a mid @-@ season replacement on May 30 , 2005 . CTV decided not to pick up the second season , which began broadcast by Sun TV on July 18 , 2006 . The third season was simulcast in Canada by Fox 44 .

Subscription channel Living began showing the series in the United Kingdom in October 2005 , averaging 50 @, @ 000 viewers per episode for its first season . The channel began airing the second season on June 8 , 2006 , airing one episode per week rather than showing one every night as they did in the first season . Despite low ratings in the second season , Living decided to air the series ' third season . It was syndicated through the Living TV Group platform , airing on the now defunct channel Trouble just before its closure . Free @-@ to @-@ air channel E4 began broadcasting the series from July 16 , 2009 .

Veronica Mars premiered in Australia by Network Ten on November 28 , 2005 , where the series saw erratic airings . TV2 began showing the series in New Zealand on July 15 , 2005 .

= = = DVD releases = = =

The first season of Veronica Mars was released in region 1 as a widescreen six @-@ disc DVD box set on October 11 , 2005 . In addition to all the episodes that had been aired , DVD extras included an extended " Pilot " episode (through the inclusion of an unaired opening sequence) and over 20 minutes of unaired scenes . The same set was released on May 16 , 2008 in Region 2 , and on June 4 , 2008 in Region 4 .

The second season was released in region 1 as a widescreen six @-@ disc DVD box set on August 22 , 2006 , Region 2 on August 15 , 2008 , and Region 4 on September 8 , 2008 . In addition to all the aired episodes , DVD extras included two featurettes : " A Day on the Set with Veronica Mars " and " Veronica Mars : Not Your Average Teen Detective " , a gag reel , a promo trailer for the third season and additional scenes , including an alternate ending to " My Mother , the Fiend " .

The third season was released in region 1 as a widescreen six @-@ disc DVD box set on October 23 , 2007 , Region 2 on December 12 , 2008 , and Region 4 on February 11 , 2009 . In addition to all the aired episodes , DVD extras included " Pitching Season 4 " , an interview with Rob Thomas discussing a new direction for the series that picks up years later , with Veronica as a rookie FBI agent ; " Going Undercover with Rob Thomas " ; webisode gallery with cast interviews and various set tours ; unaired scenes with introductions by Rob Thomas ; and a gag reel .

In the United Kingdom , Veronica Mars : The Complete Collection was released on May 12 , 2014 . The set contains all three seasons and the film in an 18 @-@ disc set . This is the first time the series received a release in the UK , as the seasons were not released individually .

= = = Syndication = = =

In July and August 2005 , four episodes of the first season aired on CBS , UPN 's sibling network , in an attempt to gain more exposure for the series .

The series aired on SOAPnet in 2012 . Pivot began airing the series in January 2014 .