

1. Record Nr.	UNINA9910781515503321
Autore	Knight Julia
Titolo	Reaching audiences [[electronic resource]] : distribution and promotion of alternative moving image / / Julia Knight and Peter Thomas
Pubbl/distr/stampa	Bristol, U.K., : Intellect, 2011
ISBN	1-283-37059-X 9786613370594 1-84150-602-8
Descrizione fisica	1 online resource (306 p.)
Altri autori (Persone)	ThomasPeter (Peter Campbell)
Disciplina	808.066302
Soggetti	Mass media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	FrontCover; Half-title; Title; Copyright; Contents; Acknowledgements; Foreword by Geoffrey Nowell-Smith; List of Abbreviations; Introduction: So Much More than Meets the Eye; Chapter 1: DIY, Counterculture and State Funding: The London Film-Makers' Co-op; Chapter 2: Exhibition, Political Agendas and Access to Audiences: The Other Cinema and Cinema of Women; Chapter 3: Technology, Television and Seeking Wider Audiences: London Video Access/London Electronic Arts and Albany Video Distribution Chapter 4: Promotion, Selection and Engaging Audiences: Circles, Film and Video Umbrella, London Video Access and London Film-Makers' Co-opChapter 5: Changing Conditions, Under-Resourcing and Self-Sustainability: Cinenova; Chapter 6: Questions of Strategy, Policy and Agency: The Lux Saga; Chapter 7: Understanding Distribution; Appendix: Research Sources; Select Bibliography; Index; BackCover
Sommario/riassunto	With a Foreword by Geoffrey Nowell-Smith From Hollywood blockbusters to artists' film and video, distributors play a vitally important role in getting films in front of audiences. As the link between production and exhibition, their acquisition policies, promotional practices, and level of resources determine what is available, and so help shape the very nature of our film culture. Reaching Audiences is centrally concerned with the distribution practices that have been developed to counter Hollywood's traditional

dominance of the marketplace, and ensure audiences have access to a more diverse
