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outside the neo-indie

16 Guests at The Wedding Banquet: the cinema of the Chinese diaspora and the rise of the American independentsPART V Shifting markets, changing media; 17 Revisiting 1970s' independent distribution and marketing strategies; 18 Digital deployment(s); 19 The IFC and Sundance: channeling independence; Index

#### Sommario/riassunto

From Easy Rider to The Blair Witch Project, this book is a comprehensive examination of the independent film scene. Exploring the uneasy relationship between independent films and the major studios, the contributors trace the changing ideas and definitions of independent cinema, and the diversity of independent film practices. They consider the ways in which indie films are marketed and distributed, and how new technologies such as video, cable and the internet, offered new opportunities for filmmakers to produce and market independent films.Turning to the wor