



Distribucion y lanzamiento de una pelicula (Spanish Edition)

Concepcion Calvo Herrera

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En este manual se desvelan las claves y los entresijos de la distribucion cinematografica, asignatura pendiente para el cine independiente y el cine comunitario. A traves del analisis de una multinacional de la distribucion, una distribuidora de cine comunitario y una distribuidora independiente nos adentramos en la complejidad del lanzamiento de una pelicula y el marketing cinematografico, la creacion de la campana, los materiales publicitarios, la version a explotar subtitulada o doblada. Consecuencia de la distribucion es el estreno de la pelicula en salas y por tanto el reparto de los ingresos de taquilla a cada uno de sus propietarios. Otra formula para el optimo lanzamiento de un film es la presentacion en festivales que tambien se detalla en este libro.

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