HOLLYWOODGLEE, LLC
1226 N Salsipuedes Unit C 1(805)704-5994 |https://hollywoodglee.com Larry@HollywoodGlee.com



The Case for Theatrical Distribution-Putting Your Movie Into Theaters Still Makes Business Sense. Hereâ??s Why:

Description

Posted by Larry Gleeson

By Phillipe Diaz

A truth universally acknowledged: Everything is going digital, from the promotion of films to the way they are screened in movie theaters.

The bulk of film revenue comes from online, not only domestically but worldwide. Producers today wonder if their films still need theatrical and DVD distribution, both of which have been declining in profits, or if they can bypass these and go straight to the digital market. On top of lower returns, the fact that almost 30 new movies open every week crowds the theatrical market like never before. The clamor of do-it-yourself distribution makes things even more confusing. So, can a case still be made for theatrical release? Yes. Hereâ??s why:

Source: The Case for Theatrical Distribution: Putting Your Movie Into Theaters Still Makes Business Sense. Hereâ??s Why

(Excerpted from moviemaker.com)

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hollywoodglee