

## **FLM352 Reinventing the Business of Film**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

### **Synopsis:**

Behind the glamour of the film industry lies a complex business framework that has developed over decades. However, the film industry today is facing unprecedented challenges as streaming threatens to splinter the moviegoing experience. Disruptions such as the COVID-19 pandemic have also exposed flaws in the film business, forcing the industry to explore changes that will have long-term repercussions.

This course takes students through the complexities of the film business. Students will learn about the world of film financing, revenue streams, distribution, marketing, rights management, multi-platform delivery, and other aspects in the business. They will examine the role of studios, production companies, streaming companies, media service providers, cinema operators, and film festivals, and look at the decision-makers who shape the film business. Students will use case studies and real-world examples to understand the film business processes and analyse the challenges involved. They will assess key developments that advance or disrupt the industry. The course will also explore approaches and innovations that reinvent the business of film, as the various stakeholders pivot to survive in an industry that is undergoing unparalleled transformation.

### **Topics:**

- Overview of the film industry
- The players
- The decision-makers
- Financing
- Production
- Distribution
- Multi-platform delivery
- Marketing
- Social media
- Exhibition and consumption
- Rethinking the cinema in the digital age
- Reinventing the business

### **Textbooks:**

Paula Landry and Stephen Greenwald: *The Business of Film: A Practical Introduction* 2nd Routledge  
ISBN-10: 1138571415

**Learning Outcome:**

- Develop an informed overview of the business of film.
- Show how the system affects various players in the film business chain.
- Examine the role of the decision-makers who shape the film business.
- Analyse the challenges involved in various stages of the film business life cycle.
- Formulate an assessment of the trends, developments, and disruptions affecting the contemporary media landscape.
- Propose viable strategies to reinvent the business of film and propel it into the future.

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	25
	TUTOR-MARKED ASSIGNMENT 2	25
Overall Examinable Components	ECA	50
<b>Total</b>		<b>100</b>