**Unit IV Notes**

**Exhibitors**

 A person who own film theatre is called an Exhibitor. Exhibition is the retail branch of the film industry which involves not the production or the distribution of motion pictures, but their screening. This involves usually for paying customers in a site devoted to such motion pictures, the movie theatre, multiplexes etc

There are two ways an exhibitor acquires screening right. First distributers approach the exhibitor for screening a particular film. Sometime number of exhibitors work together with a distributer so that every distribution right acquired by that particular distributor are screened in all those theatres.

The Second way is, when highly published film with famous Cast and crew is on the way to release the exhibitor approach the particular distributor who have already acquired the distribution right.

Distributors get the return from the theatre which is calculated on the basis of an agreement with the theatre owner/Exhibitor Association and film distributor.

Few multiplex chains of India are

1. PVC
2. Chinepolis
3. Inox
4. Big Cinemas
5. Cinemax
6. City Gold Cinema etc

**Distributors**

A person or company who distributes the film through the theatres is called film distributor. The distributor buys the “distribution rights” from the producer, mostly in the very beginning itself (or) sometimes after previewing the final cut. However, the pre-acquiring of film distribution right is based on the casting, crew, director, story and the producer’s past success. Also, now days it is a usual tendency in India that the producers itself, Distribute the film without engaging a third party to reduce the distributor expenses.

On the basis of entertainment tax and state-to-state connectivity, Film Distribution Association of India divided the state provinces into 11 circuits for distributing the films. Sometimes the distributors directly distribute films to all these Circuits, and sometimes the main distributor sell the distribution right of a particular circuit to a local film distributor.

**Few well know film distribution company of India**

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| [AA Films](https://en.wikipedia.org/wiki/AA_Films) | Mumbai |
| [Dharma Productions](https://en.wikipedia.org/wiki/Dharma_Productions) | Mumbai |
| [Dream Factory](https://en.wikipedia.org/wiki/Dream_Factory_%28distributor%29) | Chennai |
| [Eros International](https://en.wikipedia.org/wiki/Eros_International) | Mumbai |
| [Fox Star Studios](https://en.wikipedia.org/wiki/Fox_Star_Studios) | Mumbai |
| [Lyca Productions](https://en.wikipedia.org/wiki/Lyca_Productions) | Chennai |
| [Mowgli Productions](https://en.wikipedia.org/wiki/Mowgli_Productions) | New Delhi |
| [T-Series](https://en.wikipedia.org/wiki/T-Series_%28company%29) | Mumbai |
| [Yash Raj Films](https://en.wikipedia.org/wiki/Yash_Raj_Films) |  |

**Film promotion**

The advertising of film (or) the practice of promotion in film in coordination with the process of film distribution is called “film promotion” or “film marketing”.

When a new film is made, it has to be advertised like any other new product, to let people know it exists and to encourage them to go to the cinema to see it. The advertising of a film is known as film promotion or film marketing and the people who are responsible for this are the distribution company, so–called because they distribute (give out) the films to the cinemas and distribute the promotional material around the country. The way in which a film is promoted can have a huge effect on whether or not it is successful. Films are expensive to make and if the public do not buy tickets at the box office to see the film, a lot of money will be lost.

There are various materials used for film publicity and marketing.

Some of them are –

1. Film Teaser
2. Film Trailer
3. Poster
4. Banner
5. TV Advertisement
6. Radio Advertisement
7. Print media Advertisement
8. Release of Making Video
9. Song of the film are also sometime use as publicity material etc
10. Press Junkets

**Press Junkets** are one of the movie industry’s most powerful publicity tactics. It is essentially events where journalists, critics, and reporters are welcomed to over a course of a few days to conduct interviews with all of the main actors and directors from the film.