

American Film Distribution

The Changing Marketplace

by
Suzanne Mary Donahue

U·M·I Research
Press

Ann Arbor, Michigan

Contents

Acknowledgment	<i>vii</i>
Introduction	<i>1</i>
1 The Evolution of the Theatrical Distribution of Motion Pictures	<i>3</i>
2 Censorship	<i>37</i>
3 Methods of Securing Financing and Distribution	<i>49</i>
4 Critical Acclaim, Film Festivals, and Film Markets	<i>57</i>
5 Publicity, Advertising, Promotion, and Research	<i>75</i>
6 The Distributor-Exhibitor Relationship	<i>103</i>
7 Foreign and Ancillary Markets	<i>143</i>
8 The Distribution Agreement	<i>177</i>
9 The Major Distributors	<i>189</i>
10 Limited-Market Distributors and Theaters	<i>197</i>
11 Independent Distributors	<i>213</i>
12 "Successful" Independent Films and Distributors	<i>263</i>
Conclusion	<i>283</i>

vi Contents

Appendix 291

Notes 313

Bibliography 363

Index 375