



Distribución audiovisual en internet (Manuales) (Spanish Edition)

Judith Clarés Gavilán, Jaume Ripoll Vaquer, Alberto Tognazzi Drake

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El organigrama de la distribución y consumo de los productos audiovisuales ha cambiado de forma radical. El modelo clásico de comercialización que ha sostenido a la industria durante las últimas décadas está en entredicho y se desconoce cuál será el que lo complemente o reemplace. Este libro pretende analizar las estrategias que rigen actualmente el negocio de la distribución en internet, y conocer las nuevas estrategias de financiación, marketing y comunicación que se están utilizando actualmente en el nuevo mundo a través de los principales casos de éxito. Conocer a los principales actores en el ámbito de la distribución digital es igualmente importante. Desde filmin a iTunes, pasando por UniversCiné o Voddler a Netflix, sin olvidar portales como Filmotech, WuakiTv, Youzee o Mubi entre muchos otros, sus modelos de negocio y las modalidades de contrato propias de la distribución vía VoD. Cuestiones que deben servir para resolver todas las dudas acerca del funcionamiento de la distribución online y ofrecer recursos a los autores y productores independientes para que conozcan cuáles son las claves del nuevo mercado y, con ellas, puedan aumentar la rentabilidad de sus creaciones a través de la red.

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