

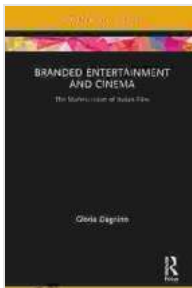
The Marketisation of Italian Film: Routledge Critical Advertising Studies



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The Italian film industry has a long and rich history, dating back to the early days of cinema. In recent years, however, the industry has undergone a number of significant changes, as it has become increasingly marketised.

This has had a profound impact on the way that Italian films are produced, distributed, and consumed.



Branded Entertainment and Cinema: The Marketisation of Italian Film (Routledge Critical Advertising Studies)

by Adam Gower

★★★★★ 5 out of 5

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One of the most significant changes that has occurred in the Italian film industry is the rise of the blockbuster film. In the past, Italian films were typically more modest in scale and budget. However, in recent years, there has been a growing trend towards the production of big-budget blockbusters, such as "Life is Beautiful" (1997) and "Gladiator" (2000). These films have been very successful at the box office, both in Italy and abroad.

The rise of the blockbuster film has had a number of consequences for the Italian film industry. First, it has led to a concentration of resources in the hands of a few large production companies. These companies have the financial resources to produce big-budget films, and they are increasingly dominating the Italian film market. Second, the rise of the blockbuster film

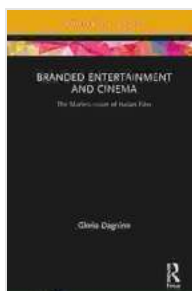
has led to a shift in the way that Italian films are marketed. In the past, Italian films were typically marketed to a niche audience. However, in recent years, there has been a growing trend towards marketing Italian films to a mass audience. This has led to a number of changes in the way that Italian films are advertised, including the use of more aggressive marketing tactics.

The marketisation of the Italian film industry has also had a number of consequences for the way that Italian films are consumed. In the past, Italian films were typically consumed in cinemas. However, in recent years, there has been a growing trend towards the consumption of Italian films on home video and streaming services. This has led to a number of changes in the way that Italian films are distributed, including the rise of online distribution platforms.

The marketisation of the Italian film industry is a complex and multifaceted phenomenon. It has had a profound impact on the way that Italian films are produced, distributed, and consumed. It is a trend that is likely to continue in the years to come.

References

- The Marketisation of Italian Film: Routledge Critical Advertising Studies
- The Marketisation of Italian Film



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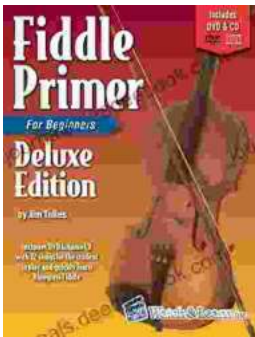
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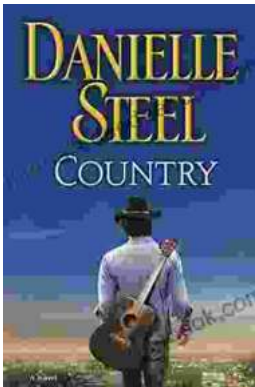
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