

(Free download) European Film Industries (International Screen Industries)

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Anne Jackel

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Anne Jackel : European Film Industries (International Screen Industries) before purchasing it in order to gage whether or not it would be worth my time, and all praised European Film Industries (International Screen Industries):

In what kind of state is the European film business? This study is the first in a series that provides an accessible understanding of how the world's contemporary screen industries function. It looks at all the factors in play, from

government regulation to the marketing strategies behind an international success like "Run Lola Run"/"Lola Rennt". Anne Jackel evaluates how Europe's film industries operate, their working practices and the region's place within the global business of cinema. Exploring trends in production, distribution and exhibition, the book considers a range of national and pan-regional developments. Key areas of critical debate are highlighted, including private and public financing, co-production, film policy, links between the film and television industries, and the threats to "art cinema" from within and without Europe.

From the Back Cover In what kind of state is the European film business? This study is the first in a series that provides an accessible understanding of how the world's contemporary screen industries function. It looks at all the factors in play, from government regulation to the marketing strategies behind an international success like "Run Lola Run"/"Lola Rennt". Anne Jackel evaluates how Europe's film industries operate, their working practices and the region's place within the global business of cinema. Exploring trends in production, distribution and exhibition, the book considers a range of national and pan-regional developments. Key areas of critical debate are highlighted, including private and public financing, co-production, film policy, links between the film and television industries, and the threats to "art cinema" from within and without Europe. About the Author Anne A. Jckel is visiting research fellow, Faculty of Languages and European Studies, University of the West of England, Bristol. Her interests and recent publications include book chapters and academic journal articles on cinematographic co-productions, European cinemas and Film Policy.