

Abstract

The bachelor thesis on “The Metropolitan Opera: Live in HD in the Prague Cinema Aero. Description and Evaluation of the Success of Marketing Activities during the First Two Seasons.” deals with the launch of a new product in Aero art-house cinema in Prague. The Met: Live in HD – series of live transmission of opera production from The Metropolitan Opera in New York – was launched in Aero as first world-wide successful alternative content. Success of the project is closely associated with the digitalization of cinemas in the Czech Republic and abroad as well. Principles of art marketing, by which we mean all marketing activities in the field of art and culture, creation and realization’s background of the Met: Live in HD and profile of Aero Cinema and Aerofilms Film Distribution Company are introduced for better understanding of the topic.

The operating methods was the study of the foreign and Czech literature, the contentual analysis of documents, the media monitoring, the qualitative observation and the description of product’s marketing activities correlated with the visit rate of the transmissions and publicity. The literature refers to the art marketing, the non-governmental organizations marketing, the film marketing and strategies for art cinema development.