

Abstract

This work deals with the recent history of the film theatre Aero, from the year 1998, when it was taken over by the citizens association Pro-Aero, Company for the renewal and development of Aero. The first part describes in detail the growth of this art cinema, the conception of its dramaturgy based on short festivals and original events. The work also deals with the gradual growth of Aero's regional network; its affiliation with other cinemas (Bio CentráI in Hradec Králové, Světozor and Bio Oko in Prague), as well as with the distribution of movies through the company Aerofilms. The second part analyses the promotional strategies of Aero and its sister companies which involve the use of the marketing instruments of 4P, the evolution of ticket prices and of box office rates.

Keywords: film, film distribution, film history, Aero, Světozor, Bio Oko, alternative cinema, club cinema, marketing mix, 4P