

## **Abstract**

The bachelor thesis “Marketing communication of the alternative content in cinematic distributions” describes the phenomenon of alternative content – live cinematic screenings of opera, ballet, theatre shows, exhibitions tours, sports games and other events. Over a few years, these screenings became a regular part of Czech cinema’s programme.

The theoretical part of the thesis describes the concept of art marketing, its specifics and development. The next part of the thesis characterizes the history of the alternative content and the circumstances that enabled its introduction to the market. This part also outlines the specific kinds of alternative content screenings. The practical part of the thesis shortly introduces the Aerofilms company, the main distributor of the alternative content at the Czech market and it analyses the marketing communication of several alternative content screenings. Afterwards, the specifics, which are connected with the marketing communication of the alternative content are determined.