

Subject card

Subject name and code	Trends in film distribution - from cinema to VoD, PG_00166942						
Field of study	Audiovisual Production						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2028/2029	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Subject group related to practical vocational preparation	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	3		Language of instruction			Polish	
Semester of study	6		ECTS credits			3.0	
Learning profile	practical		Assessment form			exam	
Conducting unit	Division of Audiovisual Production -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Fortuna-Skowron				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		43.0	75
Subject objectives	The student acquires knowledge about the functioning of the film distribution market in Poland and worldwide.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[PFAL3_W01] He/she knows the media market in the world and in Poland and understands the principles of its functioning.		He knows the media market in the world and in Poland and understands the principles of its operation.			[SW4] test/exam - oral or written	
	[PFAL3_W10] He/she has knowledge about selling the effect of audiovisual production.		Possesses knowledge about the sale of audiovisual production results in various fields of exploitation.			[SW4] test/exam - oral or written	
	[PFAL3_U12] He/she can assess effectiveness, prepare a distribution action plan for audiovisual production and implement them.		Able to assess the effectiveness, prepare a distribution plan for audiovisual production and implement it - in various fields of film exploitation, from cinema, through television and physical media, to VOD.			[SU4] test/exam - oral or written	
	[PFAL3_K02] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in audiovisual production.		He is prepared to take an active part in the activities of distribution companies.			[SK4] test/exam - oral or written	
Subject contents	Changes in the film distribution market; mainstream distribution; independent distribution; informal film circulation; distributors' market; fields of exploitation; distribution channels; box office; cinema chains.						
Prerequisites and co-requisites							

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	51.0%	70.0%
	active participation in classes	80.0%	30.0%
Recommended reading	Basic literature	Sh. Badal, Swimming Upstream: A Lifesaving Guide to Short Film Distribution, Focal Press 2008. V. Crisp, Film Distribution in the Digital Age: Pirates and Professionals, Palgrave Macmillan 2014. Adamczak M., Film distribution in the internet age, Magazyn Filmowy SFP, 50/2015. Around the issues of film distribution, M. Adamczak, K. Klejsa (red.), Łódź 2015.	
	Supplementary literature	Adamczak M., In the Shadow of the Bomb: About Film Distribution, (dostęp on-line). A. Wróblewska, The film market in Poland, Warszawa 2014.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	A discussion of the distribution market globally and in Poland and the principles of its operation. A discussion of the changes in film distribution over the last half-century. A discussion of individual release windows in the context of distributing audiovisual productions.	
Work placement	Not applicable		

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