

**Exploring the business model of Independent Movies contrasting it
with Mainstream movies**

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Dissertation Proposal

These days gathering data about independent movie industry development is crucial in order to implement successful strategies. It is much easier for large productions and established distribution channels to develop and change their strategies depending on external factors and the preferences of the viewers. It is in this aspect that by looking at the business models of the independent films and the films produced by the major studios we will be able to get an idea of possible advantages and disadvantages. Considering the idea as a key and most powerful element in cinema and the influence of financial, cultural and political factors influencing its creation. Considering a business model for Independent movies and its application in different countries using realized productions of key achievements in this industry. The need to explore is the link between the business models used and external factors is an element influencing the size of the audience and possible profit.

The role of data in selecting appropriate strategies for achieving desired results and creating stability in possible unforeseen situations in independent movies.

Has the increased interest in recent years in the use of special effects in cinema affected independent movies?

In order to gather information, it is necessary to consider the main festivals for independent cinema, social media ads, online distribution channels, industry statistics in the samples of industry announced by the countries. One of the main steps in expanding distribution in independent cinema is the film's presence at major festivals such as Cannes, Berlin, London, Sundance or Toronto, and whether gathering information on topics affecting the audience of these festivals is an opportunity to create a profitable business model. Data collection and research is also accompanied by the collection of information from weekend box office rankings, statistical yearbook, official statistics release, reports, research and statistics fund.

In support of the search and analysis of the situation in this industry, it is necessary to rely on and gather information from literature, personal experience of directors and producers and feedback from viewers to suggest the relationship between business model and audience. Gathering relevant information in the literature is a process accompanied by strategy research, marketing research, innovation, entrepreneurship, the emergence and implementation of the idea at the right time and with the right people based on skills and knowledge.

Literature review

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In qualitative research it is also necessary to take into account the theories in the field of historical development and the point of view referring to Kerlinger (1979) that the theory is “a set of interrelated constructs (variables), definitions, and propositions that presents a systematic view of phenomena by specifying relations among variables, with the purpose of explaining natural phenomena” (Creswell, J., W., 2003, p.120).

The use of the Four Frameworks Approach to the Research Process is also necessary for a more complete and in depth study: the conceptual framework, the theoretical framework, the methodological framework and the analytical framework. This includes collecting and reviewing secondary data and primary data. Consideration of management

positions and structuring of business models in the film industry referring to the theory of Berle and Means (1932) "original managerialist theory of corporate control maintained that the ownership of large corporations is dispersed, therefore the influence of owners on the actions of managers is limited" (Boeker, W., 1992, p.403) as we reflect their evolution over the years.

Using the collected data and analysing them to gain an idea of the costs incurred and revenues generated between the independent films and those produced in the major studios.

Issues addressed

Is the use of the business model for independent films applicable in different key populations?
Are there possible improvements in the established framework for financing independent films?

Or is it necessary to create new funding and distribution units?

What are the steps to creating an independent film comparable in box office charts with a film from the major studios?

To what extent can statistics on a preferred genre and problems in society attract the attention of viewers and critics?

Analysis of the advantages and disadvantages of independent films and their business model?

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