

# Revisiting the role of critical reviews in film marketing- Finola Kerrigan, Cagri Yalkin and Lirui Ding, King's College London



# The Digital Economy



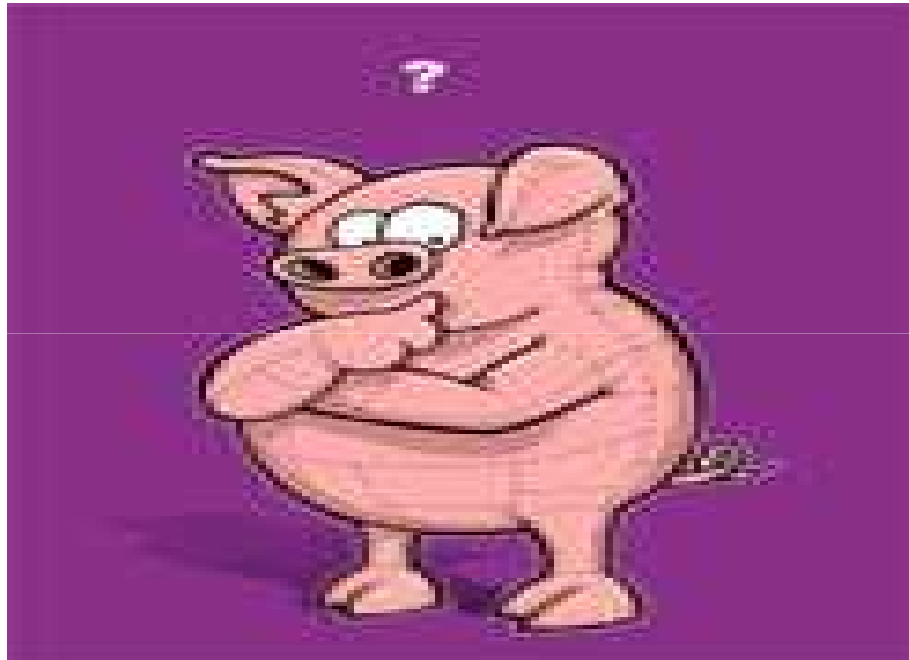
Film consumption controlled by small number of key players



Films compete for attention- those who pay more for advertising win



# What role do critics play?



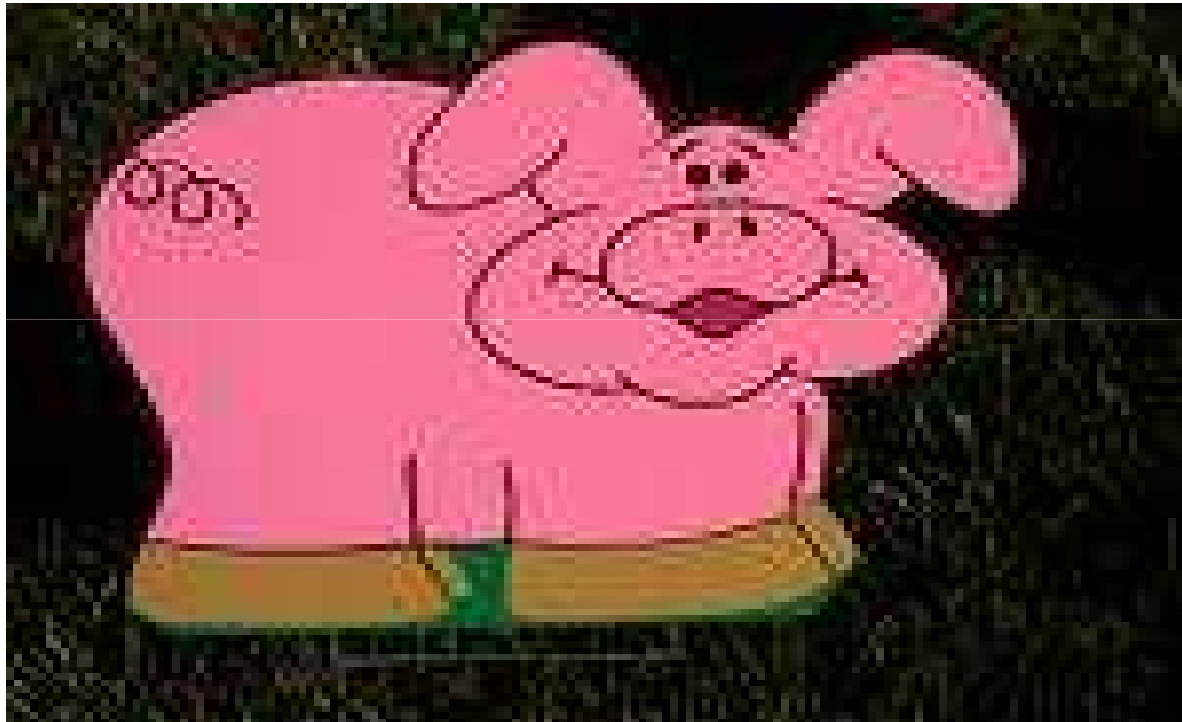
# Profiling online reviewers- IMDB, Rotten Tomatoes



Facebook group 77/35/11



# Email list (67/)



# Different taste/ Influencers



# Collective Consumption



# Extending the consumption experience



# Increasing cultural capital



# Independents/ Cautious



# Word of mouth



Who wins in the online environment?



# Cinema vs. home consumption



# Identifying the film



Independent filmmakers no longer  
need to drown



What next?



# The End

