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Crowdfunding - Alternative Finanzierungsform für Filme? Vera Ohlendorf

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inhaltsangabe einleitung crowdfunding ist ein vergleichsweise junges phänomen das stetig an popularität gewinnt gemeint ist damit die finanzierung von projekten start ups bzw ideen durch den sogenannten schwarm also über meist monetäre klein und kleinstbeträge von privatpersonen oder unternehmen die häufig über crowdfunding plattformen im internet akquiriert werden crowdfunding ist eng mit den technologien und internet nutzungsformen des 20 und den virtuellen sozialen netzwerke verbunden und umfasst mehr als ein alternatives finanzierungsmodell für kulturelle bzw kreative projekte da die crowdfunding kampagne bereits vor entstehung bzw der umsetzung zur vermarktung eines produktes bzw einer idee beiträgt und die sponsoren bzw investoren aus der crowd zugleich als konsumenten und wichtige absatzmultiplikatoren fungieren auch filmemacher und produzenten haben die schwarmfinanzierung für sich entdeckt nicht nur die deutschsprachigen crowdfunding onlineplattformen verzeichnen immer mehr filmprojekte an denen sich einzelpersonen finanziell beteiligen können spiel filme sind dabei genauso vertreten wie dokumentar und kurzfilme aller genres und auch kommerzielle filme wie der erotik kurzfilm hotel desire die nazi trash satire iron sky nutzen crowdfunding zur finanzierung größerer anteile der gesamtproduktionskosten im sechs bzw siebenstelligen bereich für stromberg der film kamen durch rund 3000 investoren innerhalb kurzer zeit sogar eine million euro zusammen die vorliegende masterarbeit geht zentral der frage nach ob crowdfunding tatsächlich als ernstzunehmende alternative zu den traditionellen möglichkeiten der filmfinanzierung in deutschland aufgefasst werden kann und wenn ja auf welche weise und in welchen bereichen des filmmarktes das der fall ist entsprechend wird zunächst eine darstellung der klassischen filmfinanzierungsmöglichkeiten in deutschland vorgenommen der fokus liegt dabei auch auf den schwächen dieses systems die alternativen wünschenswert erscheinen lassen und notwendig machen anschließend werden die verschiedenen formen des phänomens crowdfunding erläutert und hinsichtlich ihrer potentiale im hinblick auf finanzierung und marketing von filmen analysiert auch anhand quantitativer und qualitativer auswertungen aktueller crowdfunding projekte dabei wird auf rechtliche fragen sowie auf risiken des crowdfunding eingegangen

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