

**DIGITAL TRANSFORMATION OF FILM PRODUCTION AND DISTRIBUTION:
THE IMPACT OF STREAMING PLATFORMS ON NATIONAL CINEMA
MARKETS****Qalandarov Izzat Omonboyevich**

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This article analyzes the digital transformation of film production and distribution systems and the impact of streaming platforms on national cinema markets. The study explores the differences between traditional film exhibition models and new distribution models based on digital platforms. It also examines the influence of streaming services on film production, distribution, and audience formation. Using examples from global and national cinema markets, the economic and cultural consequences of digital transformation are analyzed. The findings suggest that the development of streaming platforms enhances the competitiveness of national film industries while also creating new challenges and opportunities.

Аннотация

В данной статье анализируется цифровая трансформация систем кинопроизводства и кинодистрибуции, а также влияние стриминговых платформ на национальные кинорынки. В исследовании рассматриваются различия между традиционными моделями кинопроката и новыми моделями дистрибуции, основанными на цифровых платформах. Также изучается влияние стриминговых сервисов на процессы создания фильмов, их распространения и формирования зрительской аудитории. На примере глобальных и национальных кинорынков анализируются экономические и культурные последствия цифровой трансформации. В результате обосновывается, что развитие стриминговых платформ повышает конкурентоспособность национальных киноиндустрий, одновременно создавая новые вызовы и возможности.

Annotatsiya

Ushbu maqolada kino ishlab chiqarish va distribyutsiya tizimining raqamli transformatsiyasi hamda streaming platformalarning milliy kino bozorlariga ko'rsatadigan ta'siri tahlil qilinadi. Tadqiqotda an'anaviy kino prokati tizimi va raqamli platformalar asosidagi yangi distribyutsiya modellari o'rtasidagi farqlar ilmiy jihatdan yoritiladi. Shuningdek, streaming xizmatlarining kino mahsulotini yaratish, tarqatish va tomoshabin auditoriyasini shakllantirish jarayoniga ta'siri ko'rib chiqiladi. Maqolada global va milliy kino bozorlari misolida raqamli transformatsiyaning iqtisodiy va madaniy natijalari tahlil qilinadi. Natijada streaming platformalarning rivojlanishi milliy kino industriyasining raqobatbardoshligini oshirish bilan birga, yangi muammolar va imkoniyatlarni yuzaga keltirishi asoslab beriladi.

Keywords: digital transformation, film production, film distribution, streaming platforms, film market, national cinema, digital exhibition, film industry, audience, OTT services

Ключевые слова: цифровая трансформация, кинопроизводство, кинодистрибуция, стриминговые платформы, кинорынок, национальное кино, цифровой прокат, киноиндустрия, зрительская аудитория, OTT-сервисы

Kalit so'zlar: raqamli transformatsiya, kino ishlab chiqarish, kino distribyutsiyasi, streaming platformalar, kino bozori, milliy kino, raqamli prokat, kino industriyasi, tomoshabin auditoriyasi, OTT xizmatlar

Introduction

The contemporary film industry is undergoing a profound transformation driven by rapid technological advancements and the expansion of digital media environments. Film production and distribution systems, which were traditionally based on theatrical release models, are increasingly being reshaped by streaming platforms and online distribution channels. These changes have not only altered the mechanisms of film circulation but also transformed audience behavior, consumption patterns, and the economic structure of the industry.

In this context, streaming platforms such as Netflix, Amazon Prime Video, and Disney+ have emerged as dominant players in the global media landscape. They provide new opportunities for content creation and distribution while challenging traditional cinema exhibition systems. As a result, the relationship between production, distribution, and exhibition has become more complex and interconnected. The purpose of this study is to analyze the digital transformation of film production and distribution systems and to examine the impact of streaming platforms on national cinema markets. The research focuses on identifying key trends, economic implications, and cultural consequences of this transformation within both global and local contexts.

The Concept of the Film Market and Its Formation

The film market represents a complex system that integrates economic, cultural, and technological processes within the film industry. It includes all stages of film production, distribution, and exhibition, as well as the interactions between various stakeholders such as producers, distributors, exhibitors, and audiences.

Traditionally, the film market was structured around theatrical distribution, where cinemas served as the primary channel for reaching audiences. However, the emergence of digital technologies has significantly redefined this structure. The film market is now characterized by multi-platform distribution, global accessibility, and increased competition among content providers.

Moreover, the formation of the modern film market is closely linked to globalization and digitalization processes. These factors have facilitated the cross-border circulation of films and enabled national cinemas to access international audiences. At the same time, they have intensified competition and raised new challenges for local film industries.

Film Distribution and Exhibition System

The film distribution and exhibition system plays a crucial role in delivering film products to audiences. It encompasses various processes, including marketing, release strategies, and the selection of distribution platforms. In the traditional model, films were primarily distributed through cinema theaters, followed by television broadcasting and home video formats. In the digital era, however, distribution has become more flexible and diversified. Streaming platforms have introduced new models such as direct-to-digital releases, hybrid distribution strategies, and

simultaneous global premieres. These models allow filmmakers to reach wider audiences while reducing dependence on physical exhibition infrastructures.

Additionally, digital distribution has transformed the economic dynamics of the film industry. Revenue models have shifted from box office-based systems to subscription-based and on-demand services. This transformation has created new opportunities for independent filmmakers while also increasing competition within the market.

Cinema Theater System and Audience

Cinema theaters have traditionally been the central venue for film exhibition and audience engagement. They provide not only a platform for film viewing but also a cultural space that shapes collective viewing experiences. However, the rise of streaming platforms has significantly impacted the role of cinemas in the film industry. Audience behavior has undergone substantial changes, with viewers increasingly preferring personalized and on-demand content consumption. Streaming services offer convenience, accessibility, and a wide range of content, which has led to a decline in traditional cinema attendance in many regions.

Despite these challenges, cinema theaters continue to play an important role in the film ecosystem. They offer unique immersive experiences that cannot be fully replicated by digital platforms. Therefore, the future of cinema theaters lies in adapting to new technological and cultural conditions, including the integration of hybrid exhibition models.

Conclusion

In conclusion, the digital transformation of film production and distribution systems has fundamentally reshaped the structure of the film industry. Streaming platforms have emerged as powerful actors that influence not only distribution mechanisms but also production practices and audience behavior. The integration of traditional and digital distribution models has created a more dynamic and competitive film market. While streaming platforms enhance accessibility and global reach, they also pose challenges to national cinemas and traditional exhibition systems. Future developments in the film industry will likely depend on the ability of stakeholders to balance innovation with sustainability. The adoption of hybrid models, technological advancements, and strategic policies will be essential for ensuring the continued growth and competitiveness of national cinema markets in the digital age.

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