

Beat: Arts

## TENCENT PICTURES WILL PARTNER LEGENDARY PICTURES & WANDA CINEMAS IN WARCRAFT

### CHINESE LARGEST CINEMA CHAIN

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**USPA NEWS** - 'Warcraft' is an epic fantasy adventure directed by Duncan Jones, and starring Travis Fimmel, Paula Patton, Ben Foster, dominic cooper & Toby kebbell. It is set for release from May and June 2016. Tencent's investment in the picture is a direct parallel to the investment in 'Mission : Impossible...

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The announcement was part of a wider event for Tencent Pictures that saw the company unveiling new projects including a number of comic book adaptations, games and adaptations of books. Tencent is one of China's largest videogame distributors. Internet giants Baidu, Alibaba and Tencent are moving into long form content generation and distribution. The deal with Wanda will see the two companies make use of China's largest private sector cinema chain to promote their content. Wanda Cinemas is a separately listed unit of Dalian Wanda, which owns the U.S.-based AMC Cinemas and Australia's Hoyts Chain.

#### Article online:

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