



Veni, Vidi, Video: The Hollywood Empire and the VCR (Texas Film and Media Studies Series)

By Wasser, Frederick

University of Texas Press, 2002. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Contents Acknowledgments Introduction: Signs of the Time The American Film Industry before Video The American Film Industry and Video The Political Economy of Distribution Video and the Audience Structure of the Study Chapter 1: Film Distribution and Home Viewing before the VCR A Brief Review of the Early Days of the Movie Industry From Universal Audiences to Feature-Length Films Movies at Home Tiered Releasing Broadcasting: The Other Entertainment Medium Postwar Film Exhibition Distributing Films to Smaller Audiences Television Advertising and Jaws : Marketing the Shark Wide and Deep Chapter 2: The Development of Video Recording Broadcast Networks and Recording Technology Television and Recording Home Video 1: Playback-only Systems Home Video 2: Japanese Recorder System Development Chapter 3: Home Video: The Early Years Choice, "Harried" Leisure, and New Technologies The Emergence of Cable The Universal Lawsuit VCR and Subversion X-rated Cassettes The Majors Start Video Distribution Videotape Pricing Renting Chapter 4: The Years of Independence: 1981-1986 Independence on the Cusp of Video New Companies Get into Video Business Hollywood Tries to Control Rentals Video, Theater, and Cable Pre-Selling/Pre-Buying Video and New Genres...



READ ONLINE
[5.87 MB]

Reviews

A top quality publication along with the font used was intriguing to read. I really could comprehend everything using this written e book. Its been designed in an remarkably straightforward way and it is only after i finished reading through this publication by which basically altered me, modify the way i believe.

-- **Cathrine Larkin Sr.**

Very useful to all of group of people. I actually have read through and so i am certain that i will planning to study yet again once again down the road. I am just very easily can get a satisfaction of looking at a created book.

-- **Mark Bernier**