



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...

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