

The New Hollywood 1972-1985  
Distribution, Marketing, Ancillary  
Markets

# 1972 THE GODFATHER

- Best selling novel
- Popular genre
- Brando & Pacino
- Francis Ford Coppola

# The Modern Blockbuster

- 1974 THE EXORCIST
- 1975 JAWS
- 1976 ROCKY
- 1977 STAR WARS

# Marketing to the Modern Audience

- Advertising – TV commercials
- Distribution – the wide release
- The seasonal release

# The Multiplex

- Multiple screens
- Saturation release
- 1977 Star Wars – began on 43, expanded to 1000 screens
- 1997 Jurassic Park 2 – 5000 screens
- 2003 Matrix 2 – 8000 screens
- 2007 Spiderman 3 – 10,000 screens

# Ancillary Markets – Pay Cable

- Home Box Office
- 1975 – Satellite distribution nationwide
- Cable delivered to subscribers

# Commercial Cable

- Ted Turner
- 1976 - The Superstation -- WTBS Atlanta
- Satellite distributed, cable delivered commercial channel
- 1977 -- USA Network
- 1979 -- ESPN
- CNN, MTV, TNT, AMC

# Merchandising



# Movie & Music

# Home Video

- 1956 – Videotape introduced
- 1968 – Videocassette
- 1975 – Betamax; Betamax decision
- 1977 – VHS
- Late 1970's – Prerecorded Videocassettes
- 1979 – Home video gains market
- 1980's – Video rental store
- Sell through price point
- Late 1990's -- DVD

# New Hollywood, New Filmmakers

- Francis Ford Coppola
- Steven Spielberg
- George Lucas
- Woody Allen
- Martin Scorsese

# 1980's -- The Reagan Era

- Formula found
- Reintegration & expansion
- Multi screen theaters
- Successful filmmakers

# Paramount

- 1983 Flashdance
- 1984 Beverly Hills Cop
- 1986 Top Gun
- 1987 Fatal Attraction
- Indiana Jones
- Friday the 13th
- Charles Bludhorn 1966-1983
- 1967 – Desilu – Star Trek, Mission Impossible
- Martin Davis – Paramount Communications – 1983-1993
- Barry Diller, Michael Eisner, Jeffrey Katzenberg, Don Simpson