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