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### Motion picture milestones

- 1900s -- Nickelodean theaters
  - (15-minute films for 5¢)
- 1903 -- The Great Train Robbery
  - 12-minute, first edited movie
- 1915 -- The Birth of a Nation (D.W.Griffith)
- Early motion picture wars
- 1922 -- Motion Picture Code.....-->

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### Portions of Motion Picture Code

- No picture shall be produced which will lower the moral standards of those who see it. Hence, the sympathy of the audience shall never be thrown to the side of crime, wrongdoing, evil or sin.
- Correct standards of life, subject only to the requirements of drama and entertainment, shall be presented.

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- Laws, natural or human, shall not be ridiculed, nor shall sympathy be created for its violation.
- The code then divided its rules into 12 categories of wrongdoing, including murder, sex, obscenity, costumes, and more. The modern day equivalent would be the movie rating system of G, PG, PG-13, R and NC-17.

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### Motion picture milestones 2

- 1927 -- The Jazz Singer (partial sound)
- 1950s -- Impact of TV on theater attendance
- 1960s -- Start of sex and violence
- 1998 -- AFI salutes 100 top movies
- 1990s -- Multiplex theaters
- 2000 -- Digital Projection

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### AFI's top 10 (2007 version)

- |                            |                           |
|----------------------------|---------------------------|
| Citizen Kane (1941)        | Gone with the Wind (1939) |
| Godfather (1972)           | Lawrence of Arabia (1962) |
| Casablanca (1942)          | Schlinder's List (1993)   |
| Raging Bull (1980)         | Vertigo (1958)            |
| Singin' in the Rain (1952) | The Wizard of Oz (1939)   |

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### Movies become big business

- Movies move to California
- Adoption of Block Booking
- Formation of United Artists
- Efforts at Self Regulation
- Introduction of Sound

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## Movies today

- The six major studios make fewer than 20 films/year. Rest from independents.
- Most aimed at people under 30
- Most fragmented industry
  - Created by one group (writers and producers)
  - Funded by another group (investors)
  - Sold by a third group (distributors)
  - Shown by a fourth group (exhibitors)

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## Movie industry economics

- Best year was 1946
  - (4 billion tickets/1 billion today)
- Studios say they are losing money
  - Choosing safer topics
  - Half of movies are made for TV
  - Video rentals and sales bring reliable revenues
  - Two of 10 movies make money (ancillary)

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