

Barbara Klingerová: Konečná a nekonečná historie filmu:

rekonstruování minulosti v recepčních studiích (1997)

- Diachronní oblasti výzkumu:
- *Reprodukce prostřednictvím videa a laserdisků.*

Obdobně jako vysílání v televizi, představuje i uvádění filmů na videu a laserdiscích významnou diváckou platformu, která by se mohla stát předmětem výzkumu recepčních studií.

Tyto formáty s sebou nesou zcela **odlišný modus reprodukce a předvádění**, který zahrnuje **praktiky specifických mediálních průmyslů**, jakož i **proměněnou situaci sledování**. Existuje mnoho různých typů otázek, které je zde možno vznést: týkají se **technologií a obchodních praktik, které se podílejí na rozvoji a zavádění těchto nových formátů**, jakož i klasifikace filmů a komentářů užívaných v obchodech s videokazetami, na obalech laserdisků i v příbuzných médiích, která diváka orientují na příslušný film. Jak se kupříkladu laserdisky publikům prodávají ve specializovaných časopisech typu *Widescreen Review*? **Jakým způsobem speciální vydání filmů**, která se objevují v laserdiskových formátech – přinášejících rozsáhlé komentáře kritiků, režisérů a hvězd, jakož i pokyny pro využívání filmu ke „studijním účelům“ – **mění identitu filmu a jeho recepci**? Budeme-li dopad laserdisků a videa na recepci zkoumat dále, nabídne se nám otázka, **jaké možnosti častého znovusledování filmů tyto formáty implikují**. A nakonec bude třeba položit si otázku nejobtížnější – jakou roli hrají laserové či video reprodukce filmů v oblasti sociálních interakcí, širších modelů konzumpce a dějinných vývojových procesů, které kolem vztahu film/divák v konkrétním diachronním období krouží?

Barry R. Litman, The Motion Picture Mega-Industry:

- průměrný počet diváků sledujících film z videokazety 2,9;
 - 4.5 miliardy filmů za rok na nosiči pro domácí sledování.
-

-
- ❑ Tržba z kin: cca 20% příjmů filmových studií
 - ❑ 1986 – tržby z VHS poprvé vyšší než tržby v U.S. kinech
 - ❑ 2004: tržby z kin (USA, Kanada): 10,2 miliardy; tržby z „home video“: 25,95 miliardy
 - ❑ Hledá se Nemo: 21,5 mil. ks – amer. trh
 - ❑ Tržba v kinech: 340 mil. dol.
 - ❑ Shrek – 35 mil. ks dvd celosvětově
 - ❑ Tržba v kinech: 484,4 mil celosvětově
 - ❑ The Lion King 11/2 – 9 mil. ks – amer. trh (direct to video)
-

Media Consumption

Media Consumption based on Hours per Person*

	2000	2001	2002	2003	2004p	% Change	
						03-04	00-04p
Filmed Entertainment							
Cable & Satellite TV	769	843	918	975	1,010	3.6%	31.3%
Broadcast TV	866	833	787	769	782	-0.6	-8.4
Consumer Internet	107	139	158	176	189	7.4	76.6
Home Video ¹	51	56	65	70	78	11.4	52.9
Box Office	12	13	14	13	13	0.0	8.3
Interactive TV ²	2	2	2	2	3	50.0	50.0
Subtotal	1,807	1,886	1,944	2,005	2,075	3.5%	14.8%
Other Entertainment							
Broadcast & Satellite Radio	943	955	990	1,002	1,035	3.3%	9.8%
Recorded Music	258	229	200	184	180	-4.2	-19.4
Daily Newspapers	180	177	175	171	169	-1.1	-5.4
Consumer Magazines	135	127	125	121	118	-1.7	-6.4
Consumer Books	109	106	109	108	107	-1.8	-10.8
Video Games	59	60	64	69	71	2.9	20.3
Subtotal	1,684	1,654	1,663	1,655	1,680	1.5%	-0.2%
Total	3,491	3,540	3,607	3,660	3,755	2.6%	7.6%

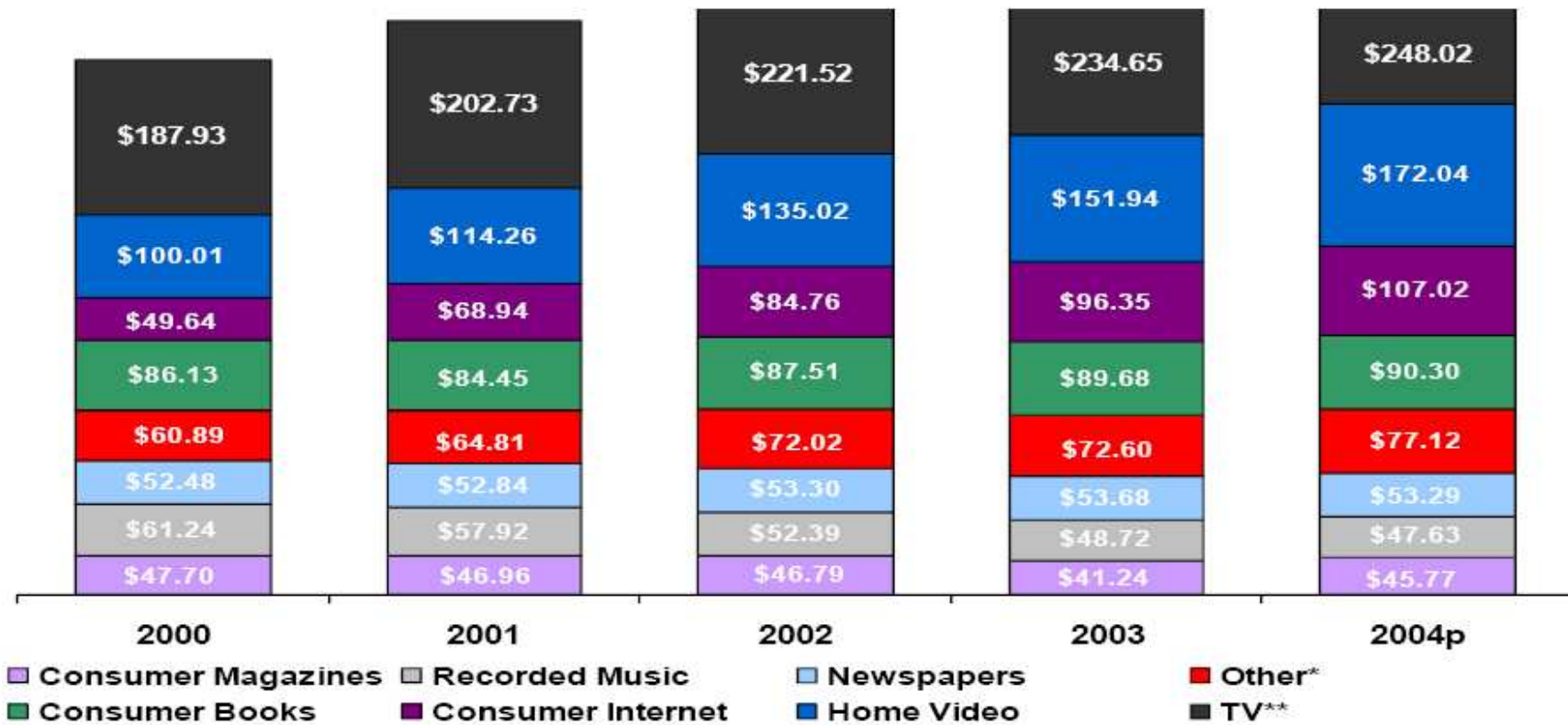
* Figures revised by source

¹ Includes playback of prerecorded VHS cassettes and DVDs only

² Video-on-Demand only

Source: Veronis Suhler Stevenson

Consumer Spending per Person per Year¹
(USD)



* Other includes: Box Office, Video Games & Interactive TV

¹ Figures revised by source

** TV includes: Cable & Satellite TV (Basic & Premium services)

Source: Veronis Suhler Stevenson

Sales of Home Entertainment to US Dealers*

VHS

Year	Units in MM			% of Change	
	Rental Cassettes	Sell -Through Cassettes	Total Cassettes	Prev. Year	2004 vs.
2004	33.0	115.7	148.7	-49.4%	-
2003	47.5	240.2	293.6	(39.0)	-49.4%
2002	73.6	407.4	481.0	(23.1)	(69.1)
2001	86.2	539.6	625.8	(5.8)	(76.2)
2000	99.4	565.0	664.4	--	(77.6)

DVD

Year	Units in MM			% of Change	
	Rental DVDs	Sell -Through DVDs	Total DVDs	Prev. Year	2004 vs.
2004	149.1	1,313.1	1,462.2	33.3%	-
2003	111.8	985.0	1,096.8	50.3	33.3%
2002	79.1	650.5	729.6	88.5	100.4
2001	37.1	350.0	387.1	105.6	277.7
2000	13.9	174.4	188.3	--	676.5

Source: Adams Media Research

*Historical figures have been updated by source

Rané aparáty pro domácí sledování

- ❑ Ben Singer, Early Home Cinema and the Edison Home Projecting Kinetoscope. *Film History* 4, č. 3, 1990
 - ❑ Moya Luckett, „Filming the Family“: Home Movie Systems and the Domestication of Spectatorship. *The Velvet Light Trap* 36, 1995, s. 21-32.
 - ❑ Laurent Creton, Ekonomika a trhy amatérského filmu: dynamika vývoje. *Iluminace* č. 3, 2004
 - ❑ Peter Kramer, The Lure of the Big Picture: Film, Television and Hollywood. In: John Hill – Martin McLoone (eds.), *Big Picture, Small Screen. The relations between film and television.* 2003
 - ❑ Anke Mebold – Charles Tepperman, Resurrecting the lost history of 28mm film in North America. *Film History* 15, č. 2.
 - ❑ Anthony Slide, *Before Video. A History of the Non-Theatrical Film.* Greenwood Press, New York – West Port – London 1992.
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★ STAR THEATRE ★

MOVING
PICTURES
CHANGED
MON.
WED.
FRI.

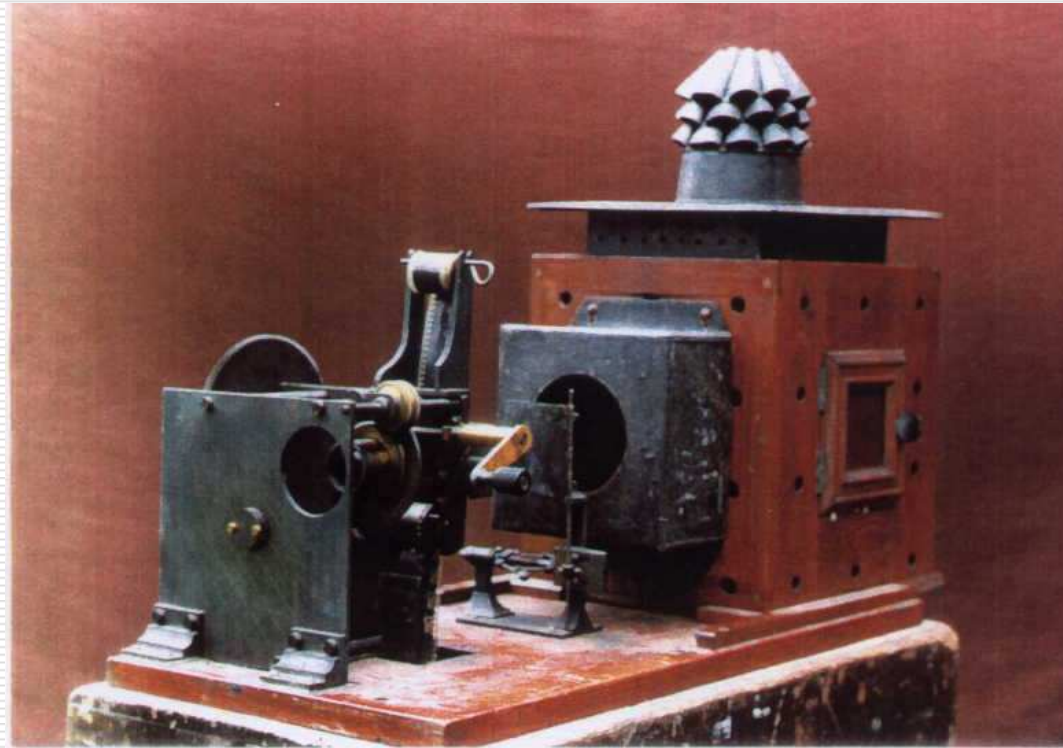
CONTINUOUS PERFORMANCE
LATEST BEST

ILLUSTRATED
SONGS
EVENINGS
7:30
SAT. MATI



-
- Anglie:
 - W. Watson: Motorgraph
 - Haydon a Urry: Home Student's Cinematograph
 - Riley Brothers: Kineoptoscope
 - USA: 1897: American Parlor Kinetoscope Co. of Washington
-

Haydon – Urry: Eragraph (Home Student's Cinematograph)



Edisonův kinetoskop



Vitak

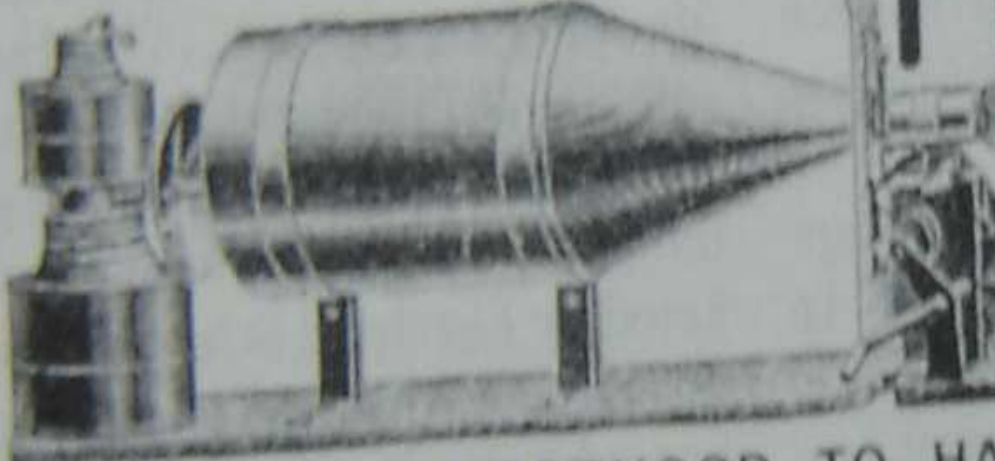


Vitak – reklama v katalogu, 1902

WONDERFUL MOVING PICTURE MACHINE

BRINGS MONEY AND FUN

FREE

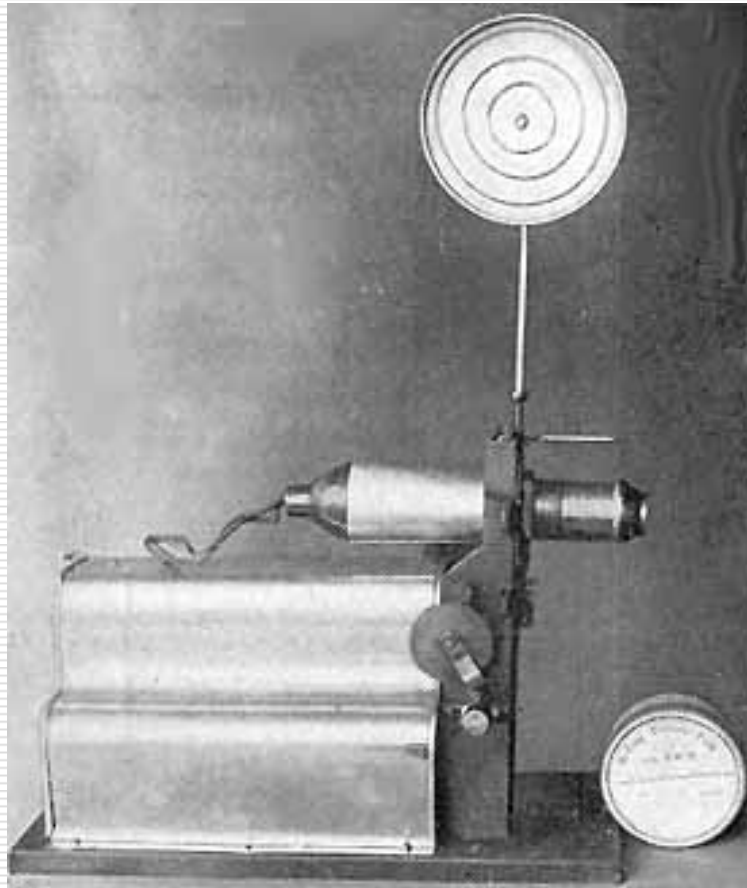


BE FIRST IN YOUR NEIGHBORHOOD TO HAVE ONE

100
CANDLE
POWER
LEAD TANKS
EFFICIENTLY
BRILLIANT LIGHT

Detailed description: This is a vintage advertisement for a 'Wonderful Moving Picture Machine'. The ad features a central illustration of the machine, which consists of a large, conical horn-like structure supported by two legs, connected to a lamp-like base with a glass globe. The machine is shown projecting a beam of light. The text is arranged around the illustration, with the main title at the top, a slogan on the left, and the word 'FREE' in large letters on the right. At the bottom, there is a call to action. A small list of features is located near the bottom right of the illustration.

Homograph



Homograph – 1911 – propagační leták

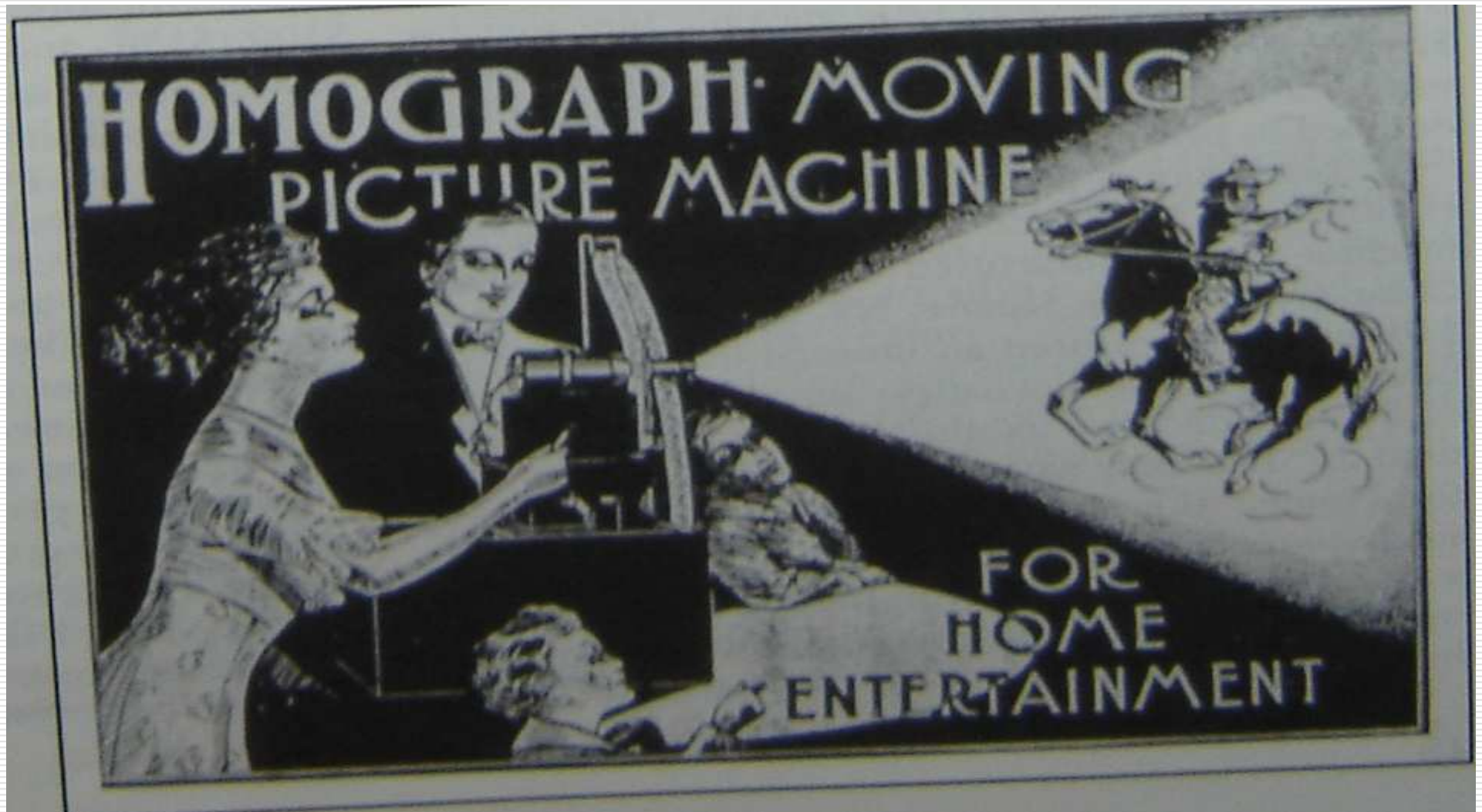




Fig. 1. Edison's telephonoscope, from *Punch's Almanac for 1879*. *Punch* 76 (9 December 1878): 11.
[Author's collection.]

1912-1923

- ❑ Bing projectoscope, Cosmograph, Kineclair, Phantascope, Ernemann Kinox,
 - ❑ Pathescope
 - ❑ Edison Home Projecting Kinetoscope
 - ❑ na disku – Victor Animatograph (1911) a Urban Spirograph (1913)
-

-
- Možné důvody nárůstu zájmu výrobců:
 - zájem o kina
 - půjčovny filmů
 - vliv velkých spol. – Pathé a Edison vstoupili na trh
 - Pathé KOK 1912 (v US jako Pathescope 1913)
 - a Home Projecting Kinetoscope
 - – nový nehořlavý acetátový materiál
 - nový systém distribuce
-

Edison home projecting kinetoscope – 1912-1914

- 22mm, tři pásy
 - Předpokládání uživatelé a trhy: rodina, kostel, škola, kluby, obchod
 - možné příčiny neúspěchu:
 - -cena projektoru
 - - špatná propagace; chybný předpoklad, že i drahý kinetoskop si najde cestu do domácností vyšších vrstev, jako fonograf – ale fonograf či stereoptikon byly špatné modely: ty mohly spoléhat na dlouhou tradici buržoazního a aristokratického kulturního zhodnocení hudební performance (hudební koncerty v domácnostech) a veřejných přednášek (hlavně cestopisy); film neměl podporu takového vítaného kontextu
 - -technické nedostatky, např. zpočátku chyběl pás na odebírání odvinutého filmu
-

spirograph



Pathé KOK (Pathescope)



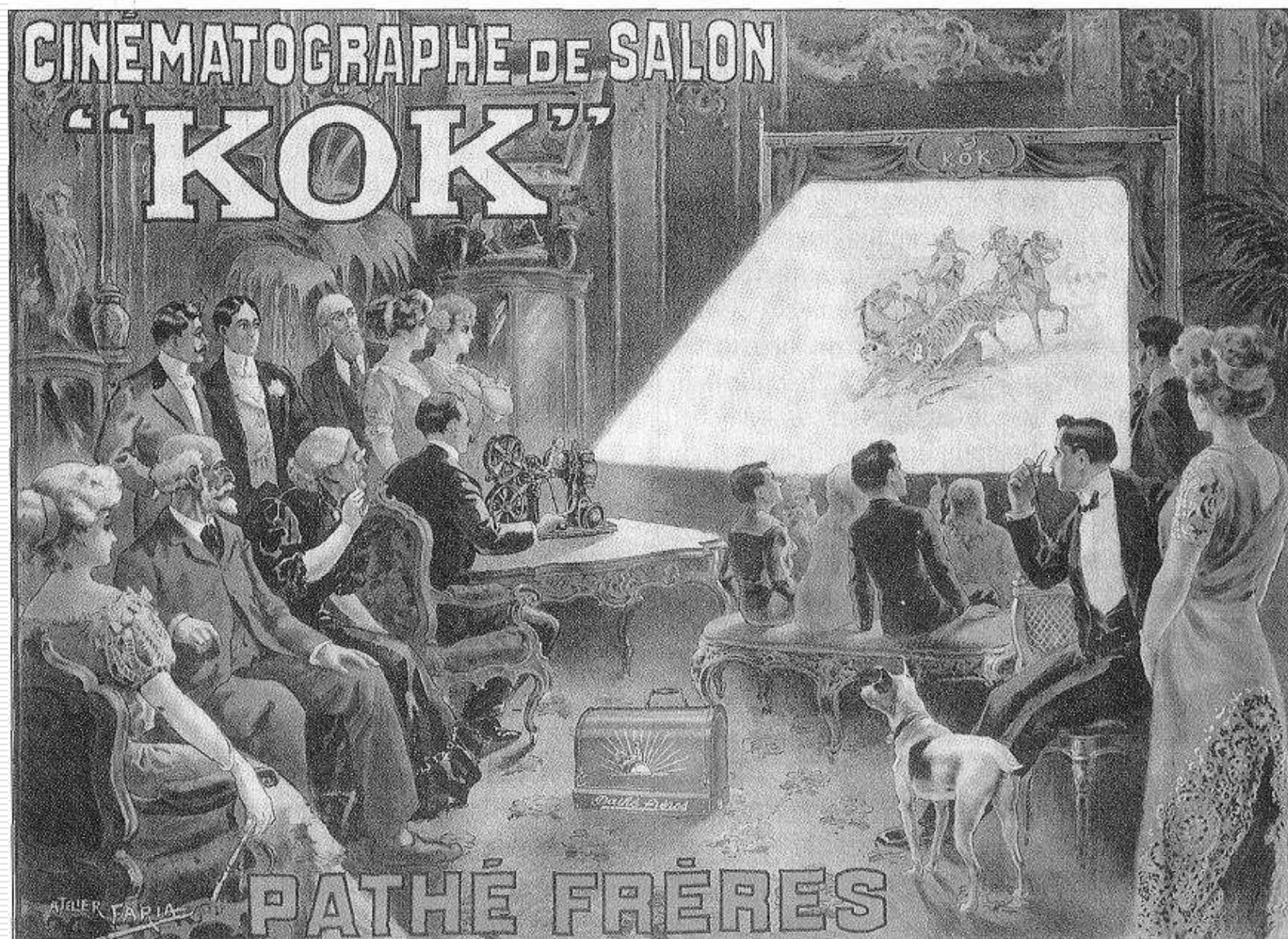
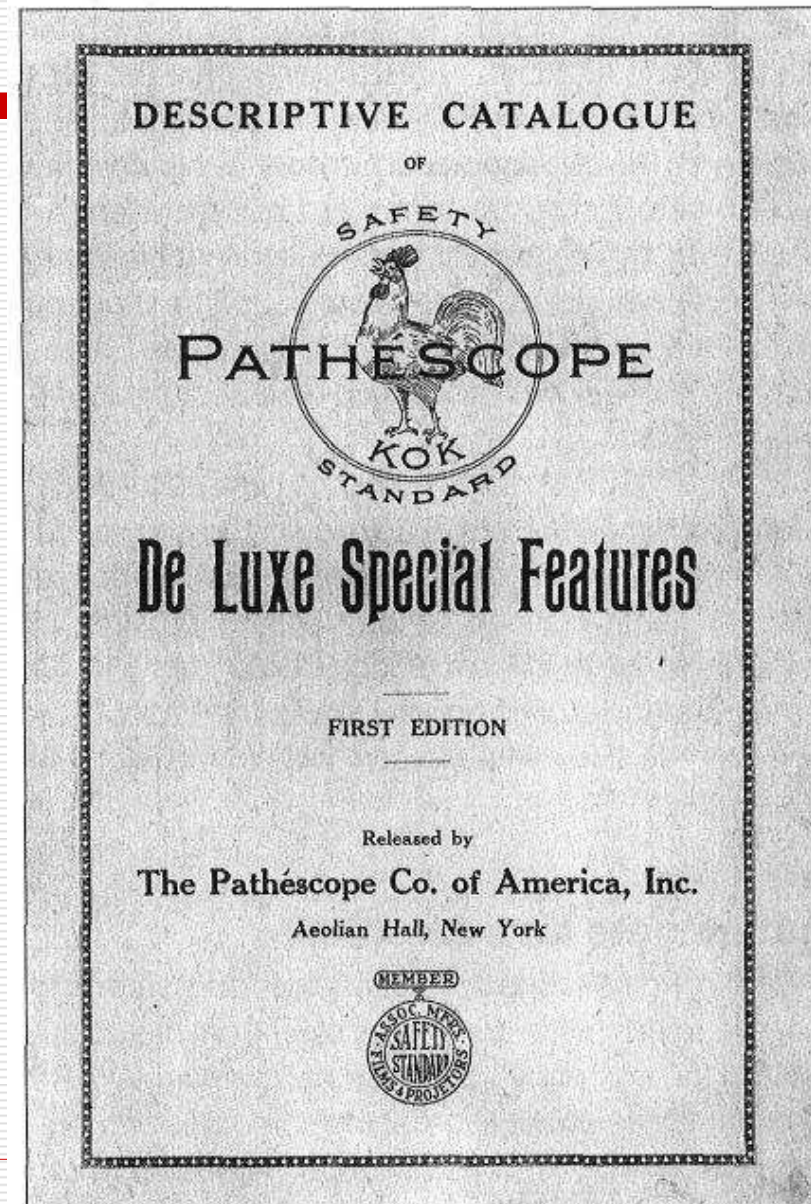


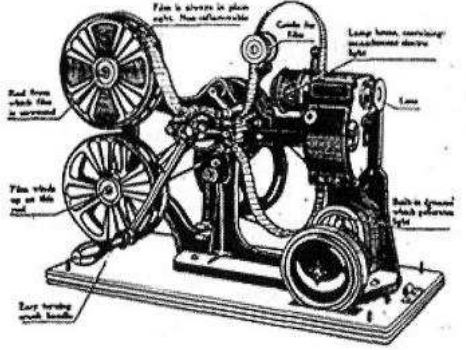
Fig. 2.
Cinématographe
de Salon 'Kok'
poster, Pathé
Frères, ca. 1912.

□ Katalog - 1922



„The Pathescope Can Take You to the Holy Land“ New York Tribune, 1914

- „...wonderful series of reconstructed Bible Scenes actually posed in the Holy Land...“
- „...the Pathescope is built especially for home and school use and to be operated by inexperienced persons – even by children“



The Pathescope Can Take You to the Holy Land

The Pathescope film service includes a wonderful series of reconstructed Bible Scenes actually posed in the Holy Land, with native actors and native costumes.

Infinite care was devoted to slightest details and the subjects are handled graphically but reverently.

These beautiful and inspiring motion pictures will make the Bible stories seem very real and near to you and to your children.

They can be seen right in your home or at school, for the Pathescope is built especially for home and school use and to be operated by inexperienced persons—even by children.

The Pathescope is a motion picture machine of the most advanced type and projects pictures as clearly as those shown in the best motion picture theatres.

The Pathescope makes its own electric light. There is no wiring or connection with electric light socket. The crank which turns the reels also operates a small built-in dynamo which generates electricity for an electric light.

The Pathescope shows a four-foot picture, fifteen feet from the screen.

The Pathescope film service includes hundreds of educational films, covering history, travel, science, industry, art and natural history. There are also many comedy subjects.

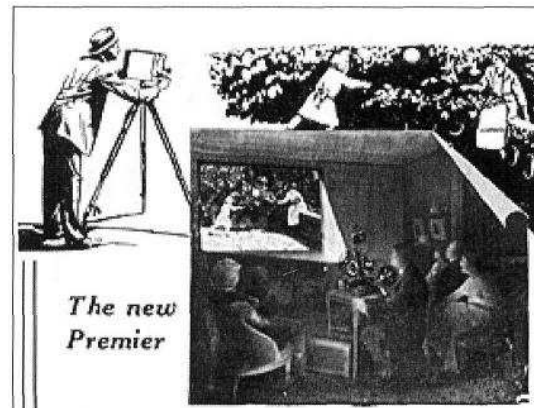
In Recognition of the Educational Value of The Pathescope, The New York Tribune Has Bought Twenty Pathescopes To Be Given to Twenty Schools as Prizes in Its Big Voting Contest.

SEND FOR FULL PARTICULARS AND FOR CATALOG OF FILMS.

THE PATHESCOPE,
Acolian Hall, Suite 1632 33 West 42d Street, New York
FREE DEMONSTRATIONS AT ANY TIME

Fig. 1. The New Premier Pathéscope, Arts and Decoration, September 1919, p. 248.

□ „Think of having Mary Pickford, Charlie Chaplin, William S. Hart *in your own home*”



The new
Premier

Pathéscope

Flickerless, "Safety Standard"
Motion Picture Projector

Embodies seven years of successful experience gained in the world-wide sale and use of over 10,000 former models in exclusive City and Country Homes, Schools, Churches, Clubs and Commercial Establishments.

The **New Premier** is as great an improvement over the former models as the modern self-starting, high-powered limousine is superior to the auto of ten years ago. So **simple** that anybody can operate it. So **exquisitely built** that its pictures amaze and delight the expert critics. So **safe** with its narrow-width, slow-burning film that it is labeled by the Underwriters, "Enclosing booth not required."

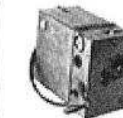
Can be used **anywhere** without a licensed operator or insurance restrictions. The ideal projector for outdoor evening entertainments on the lawn.

Weights only 23 pounds with universal motor. Fits in a small suitcase for the traveler or can be mounted on a handsome cabinet.

Through the Pathéscope Film Exchanges already established in principal cities the Pathéscope owner may rent or exchange reels as often as desired.

Nearly 1,500 reels of the world's best Dramas, Comedies, Animated Cartoons, Scientific, Travel, Educational, and War Pictures now available and more added weekly.

Think of having Mary Pickford, Charlie Chaplin, Wm. S. Hart *in your own home*,—or you can



Take Your Own Motion Pictures

with the Pathéscope Camera, as hundreds are doing, and preserve a priceless record of loved ones living, fascinating action on the screen.

Choice of the exacting

We number among our patrons Vincent Astor, Mrs. J. Ogden Armour, Frederick C. Bourne, Geo. W. Baker, Mrs. Edwin Gould, Mrs. Pembroke Jones, H. O. Havenscyer, Jr., Otto Kahn, Chas. S. Mellen, Henry C. Phipps, Mrs. Jacob Schiff, Mrs. Alfred G. Vanderbilt, F. W. Woolworth and others.

Clubs, Churches and Schools

Find in the NEW PREMIER PATHÉSCOPE just what they need to entertain, interest and instruct.

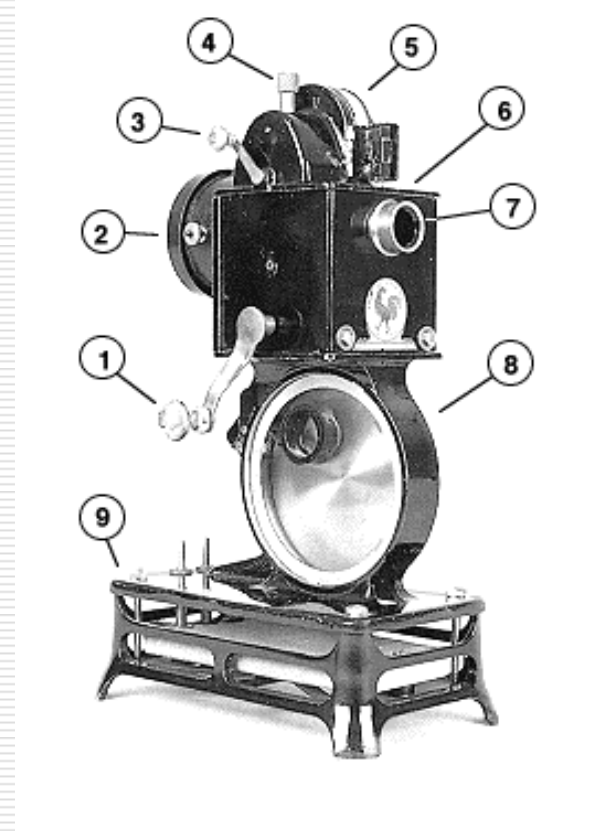
The Pathéscope Exchange contains over 1,100 different subjects, to suit every taste, every mood, any age and all occasions.

Visit the Pathéscope Salon or write or call for literature.

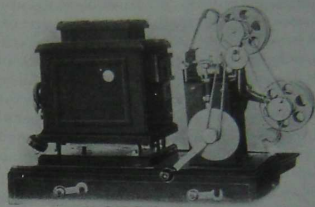
The Pathéscope Co. of America, Inc.
Suite 1804, Aeolian Hall, New York City

Pathé-Baby

- ❑ 1. klika pro ruční pohon
- ❑ 2. skříň pro projekční lampu
- ❑ 3. klika pro rychlé převíjení
- ❑ 5. filmový kotouč
- ❑ 8. schránka na film



EDISON
HOME
KINETOSCOPE



For EDUCATION and ENTERTAINMENT
AT HOME, IN SCHOOLS, SUNDAY
SCHOOLS, CLUBS, LODGES,
ETC.

TRADE MARK
Thomas A Edison

THOMAS A. EDISON, INC.
ORANGE, N. J., U. S. A.

Form 2379 4-11-11

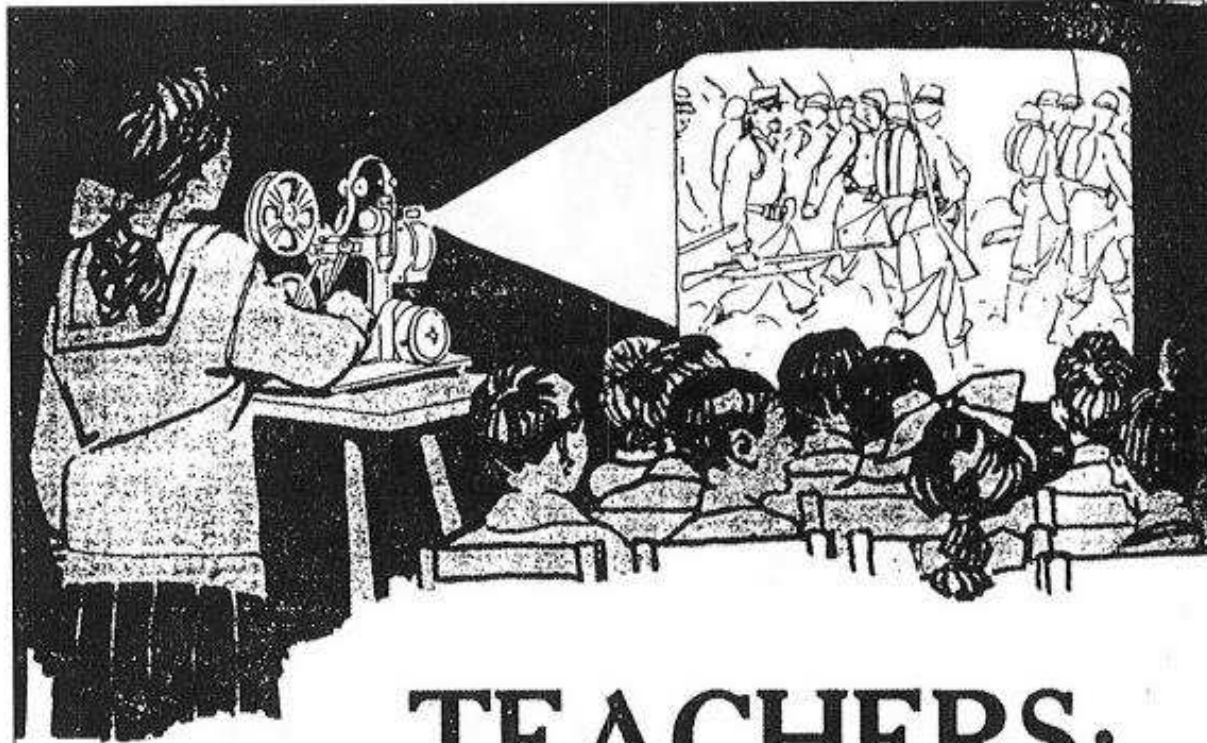




Fonografy a kinetoskopy



New York Tribune, 1914



TEACHERS:

Motion Pictures Are a Wonderful Aid in Your Work



Motion Picture Dancing Lessons AT HOME! WITH THE PATHÉSCOPE

This is only one of the many delights that this safe, simple, and perfect Motion Picture Machine can bring to any home that owns one. Over 8,000 in use. Made in France with the skill and precision of French artisans and now for the first time offered to the American public.

Live Over Your Vacation with the Mirroscope

IMPROVED 1911 MODEL

YOU can live over the happy days of your summer outing and make the long winter evenings bright for your family and friends.

The photographs or post-cards of your visit to the seaside, country or mountains, or your trip abroad, will serve a new and fascinating purpose.

The Mirroscope will bring back each well-remembered scene and recall interesting and humorous associations.

The family can review the history of many summers in one evening.

A Few of the Many Other Ways in which You Can Use the Mirroscope:

To illustrate a great number of printing-presses, such as "Aurograph" blocks, advertising trademarks, popular periodicals, names of books, etc.

To show models, pictures, and other educational or business familiar objects, to illustrate vacation experiences, for maps and slides in education.

The Mirroscope has unlimited possibilities for amusing and instructing children, such as—Geography lessons illustrated by views of cities, mountains, national costumes and famous buildings; history lessons illustrated by views of historical battles; Bible stories, etc.; natural history talks, showing pictures of birds, flowers, etc. or animals.



A Highly Perfected and Easily Operated Instrument

THE Mirroscope for 1911 has many improvements over all former projectors, including a powerful double-lens system; a means of insuring clear definition of the picture to the very edge; no heating of instruments or subjects; and improved method of focusing.

The Mirroscope is economical, simple in operation, and needs no special plates, slides or films. Five minutes are sufficient to hang the sheet or screen and begin showing pictures.

Sold by Photo-Supply and Hardware Stores, and by Photo-Departments of Dry-Goods, Department and Toy Stores.

For your protection, every instrument is plainly stamped with the word "Mirroscope." If your dealer does not handle, accept, or refund, or we can readily ship the Mirroscope you select, express prepaid on receipt of price. In Canada add one dollar to cover duty and express prepaid.

Write for Free Booklet:

Mirroscope Entertainments

In this booklet many forms of Mirroscope entertainments are described in detail by Mirroscope enthusiasts and many others are suggested—several of which have never before been published. The booklet also contains a complete catalog and price-list of all 1911 Mirroscope Models.



How the Mirroscope Entertains a Social Party

Mirroscope Styles and Sizes

Three Styles: Gas and Electric for town or city; Acetylene for farm, country home, camp or sea-shore.

Six Sizes in Each Style

Four Standard Sizes \$7.50, \$10, \$15, \$20 (both of our sizes are in the \$15 and \$20 sizes).

Two Toy Sizes \$3 and \$5. While not so large or elaborate as the standard sizes these instruments are reliable, well-constructed and a great source of enjoyment to the youngsters.



Mirroscope Model 99

Shown here as equipped for electricity, but is also made for gas and acetylene. Has double lens system, shows pictures clear to the edge, doesn't get hot, focuses perfectly, covered with leatherette. Price \$15. Other models from \$3 to \$20.

The Buckeye Stereopticon Company

Manufacturers of Microscopes and High-grade Stereopticons for educational, scientific and amusement purposes.

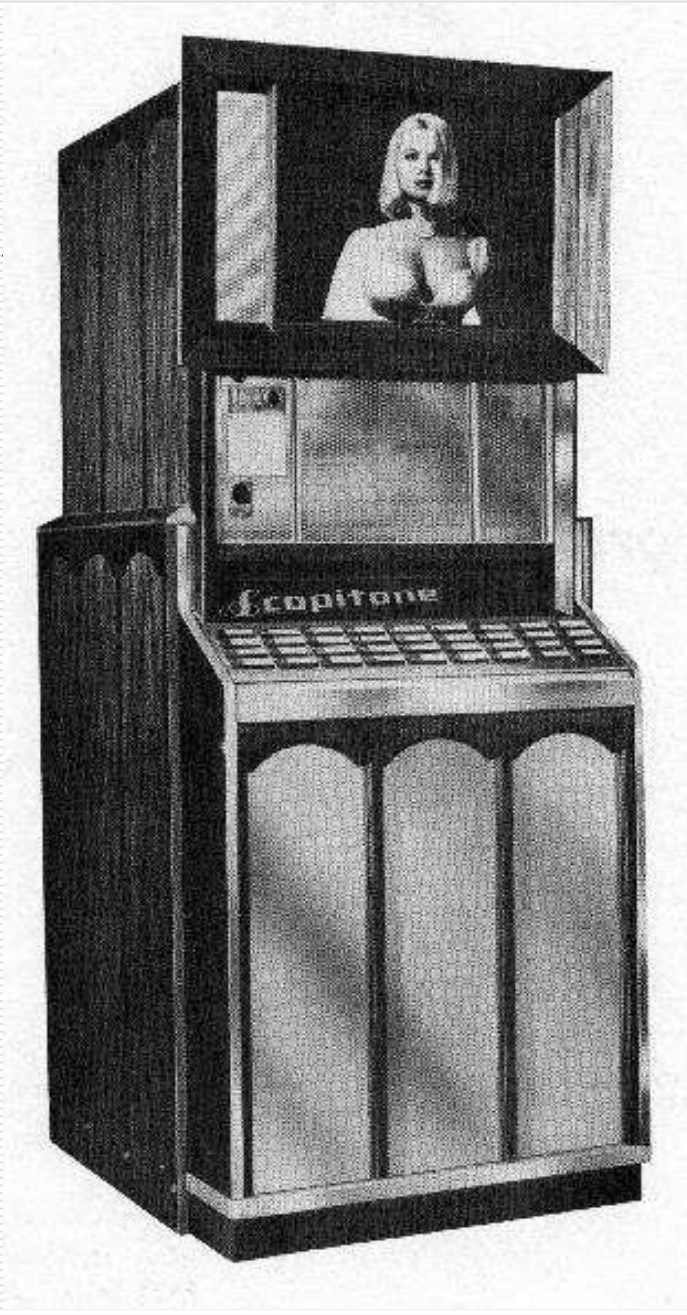
502 Sackett Avenue

Cleveland, Ohio

Trh s filmy pro domácí sledování před nástupem videokazet, nabídka filmů

- Ideal Pictures Corporation –půjčovna 16mm filmů, filmy RKO a Allied Artists, United Artists, PRC, Warner bros, Walt Disney.**
 - Eastman Kodak: dvě dceřiné spol. – Kodascope Libraries pro domácí uživatele 8mm a 16mm filmů a Eastman Teaching Films pro školy**
 - 1926 – dohoda s Warner Bros – práva na 16mm filmy – The Clash of the Wolves, The Lighthouse by the Sea, Lady Windermere's Fan, ..**
 - 1937: MPPDA - Motion Picture Producers and Distributors of America –vytvoření Advisory Committee on the Use of Motion Pictures in Education. Založeno Teaching Film Custodians –**
 - např. 24min dlouhý First Seize His Books – 1953 – je zkrácená verze MGM filmu The Mortal Storm (Frank Borzage).**
 - 1937 – Paramount – pro školy – jednokotoučové –**
 - z Maid of Salem se stalo Seeing Salem**
 - z High, Wide and Handsome - Men and Oil**
 - z Wells Fargo - Wheels of Empire**
 - 1975 – Learning Corp. of America– uvedla filmy Columbie**
 - např. A man for all seasons (1966) uveden jako Conscience in Conflict**
 - In Cold Blood – jako Crime and the Criminal**
 - Holl. průmysl: 1945 – MGM – distribuce na 16mm do světa, ale ne v USA, podobně i 1946 – RKO**
 - Castle films –založeno 1924 – dodával 8mm a 16mm krátké filmy a krátké verze.**
 - 1947 – Universal koupil Castle Film - 10minutové kompilace některých studiových filmů, např. s W. C. Fieldsem; Abbott a Costello....**
-

-
- **70. léta:**
 - **spol. začaly uvádět 8mm verze svých filmů –**
 - **Columbia Pictures – „digest“ verze – The wild One, The Guns of Navarrone, Lawrence of Arabia, Cat Ballou...**
 - **Universal –Universal 8 films – 1- až 2-kotoučové kondenzace – např. The Sting, Jaws, Slap Shot, Battlestar Galactica...**
 - **1976: Ivy Films – Super 8mm – prodej i půjčování – The Third Man, High Noon, The Quiet Man, Invasion of the Body Snatchers...**
 - **Marketing Film Interantional: 1980- např. War of the Worlds, To Catch a Thief, The Godfather, Saturday Night Fever, Grease, Star Trek – The Motion Picture.**
 - **1977 - MGM na trh s 8mm filmy, prvních 12 filmů – ale jako 20min zkrácené verze – Mutiny on the Bounty, The Wizard of Oz, Easter Parade, An American in Paris, How The West Was Won, Doctor Zhivago, Shaft,...**
 - **spol. s největší účastí na tomto trhu: Blackhawk films- zal. 1927**



Scopitone

Cinebox



Cinebox

40 Films en couleurs avec son haute fidélité sur bande magnétique. Déroulage automatique. Sans usure. Une merveille de la Technique italienne. Un appareil d'un fonctionnement enfantin qui met à la portée d'une salle entière ses vedettes préférées.

La Télé, la Radio vous imposent leurs programmes. Avec CINEBOX vous faites celui de votre choix.

La Technique CINEBOX sur celle de la Télévision de demain en couleurs.

vous offre :

- Des Vedettes en vogue
- Des orchestres réputés
- Des chanteurs qui montent
- Des succès consacrés
- et ceux de demain.

Videopřehrávače - literatura

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 - ❑ Janet Wasko: *Hollywood in the Information Age.* University of Texas Press, 1994
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 - ❑ Julia R. Dobrow (ed.): *Social and Cultural Aspects of VCR use.* New Jersey – London: Lawrence Erlbaum Associates, 1990
 - ❑ Siegfried Zielinski, *Audiovisions. Cinema and Television as Entr'Actes in History.* Amsterdam 1999
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Ampex, 1956





Electronic Video Recording (EVR)



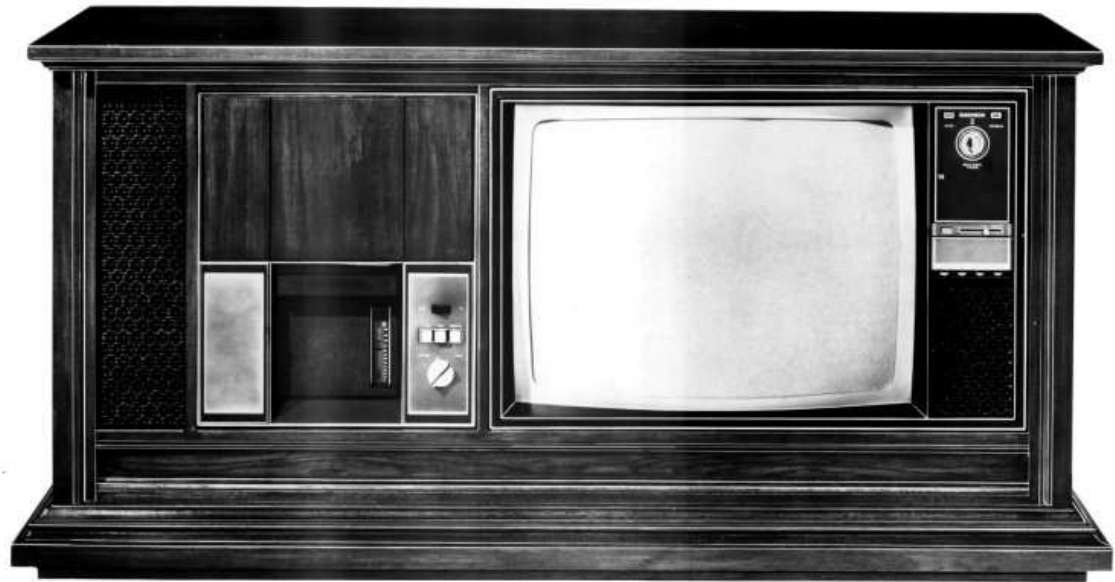
Holotape (RCA)



Cartrivision









Cartridge Rental Systems, Inc.
911 N. West Street
Raleigh, North Carolina 27605

Rental Program Library



Cartridge Rental Systems, Inc.



CRSA-TS-1-3M

Foreign

THE APE WOMAN

Starring Annie Girardot, Achille Mizerotte

A film as touching as it is amusing. A gentle woman, sheltered by nuns, hiding from life because she is covered with hair. A small-time sidekick impressario who sees her, promising love if she will "go ape." His plans fall apart, thanks to a beautifully surprising ending.

BABETTE GOES TO WAR

Starring Brigitte Bardot, Jacques Chateau

When they send Brigitte Bardot and a young Frenchman to occupied France, British intelligence forgets something, even in wartime, the French will be French. A perfect blend of beauty, comedy and, to keep British intelligence happy, behind enemy-lines adventure.

THE BALLAD OF A SOLDIER

Starring Vladimir Vashov, Stanislav Prokhorov

A brilliantly poetic, tragic ballet. A ballad of an innocent young soldier sifting his way through chaos to get home—discovering the grief and misery of war behind the lines. An internationally hailed film—one of Europe's finest.

BED AND BOARD

Starring Jean Pierre L aud, Claude Jade

A contemporary love story that's both sensitive and witty. A warm relationship you see grow. Tender, humorous, perceptive. *Bed and Board* is another impressive insight into human nature by Francois Truffaut, director of *The 400 Blows* and *Stolen Kisses*.

CLAIRE'S KNEE

Starring Jean-Claude Brally

Erich Rohmer's sensitive and witty film of an older man helplessly drawn to a young girl. Directed and performed brilliantly, it's an intensely moving love story. *Claire's Knee* was acclaimed the best French film of the year — and may well rank as the best of many years.

THE CRANES ARE FLYING

Starring T. Samoilova, A. Detalov

A poignant wartime love story told with vivid impressionism. The love of two Russian youngsters—their dreams shattered. The format of a girl waiting for a boy who will never return—a girl seduced and guilt-ridden. A Cannes Festival award winner.

CRAZY DESIRE

Starring Ugo Tognazzi, Catherine Spaak

A hard, cold look, often comic, at a "romance" between a middle-aged would-be Casanova and a knowing, teasing innocent. As hard and cold a look at the vicious game playing of upper-class teenagers with a human toy.

DIVORCE ITALIAN STYLE

Starring Marcello Mastroianni, Dora Flegel

This multi-award comedy—It won an Oscar and won at Cannes, to cite but two honors—has Marcello Mastroianni scheming masterfully to undo a marriage. By arranging his wife's infidelity. And then, according to his noble code, avenging her honor—by shaming her. It's a unique twist. But, then, it's *Divorce Italian Style*.

INVESTIGATION OF A CITIZEN ABOVE SUSPICION

Starring Gian Maria Volonte, Flaminia Piccoli

A killer relentlessly driving the police to catch him. A killer obsessed with proving himself above suspicion. A methodical madman who leaves telltale clues. Powerful suspense. An Oscar winner.

NIGHTS OF CABIRIA

Starring Giulietta Masina, Amedeo Nazzari

Federico Fellini, in this Academy Award winner, captures the essential human spirit—the sadness, the disappointments, the dreams of a wistful prostitute. Giulietta Masina portrays her with touches of comedy and pathos—and with great sensitivity.

REPULSION

Starring Catherine Deneuve, Yvonne Furneaux

Roman Polanski's first English language film—a sex and suspense thriller. *Starring Catherine Deneuve*. She's a woman possessed—a beautiful woman who slides into a state of madness and violent murder. A probing, haunting suspense drama.

SUNDAYS AND CYBELE

Starring Hardy Kruger, Patricia Gaud

The wondrous story of a magical attachment between a man, an amnesia victim seeking identity, and a little girl, a war seeking affection. An exquisitely told story. A film with delicate charm and a smashing, ironic climax.



ADULTERY FOR FUN AND PROFIT

He's the super stud, readily available to help any woman commit adultery—always available to help any woman enjoy his unique services. Fiction, yes—but based on fact: many know, many participate and profit in, few admit to.

CENSORSHIP IN DENMARK

The bare truth is... censorship is practically non-existent in esoteric Denmark! A cinematic pioneer, this bold film's remarkable frankness in dealing with sex caused many to brand it sinful—and led many others to champion the cause of film that "tells it like it is."

A HISTORY OF THE BLUE MOVIE

A close look at the pornographic film—the "blue" movie's history. Not merely a series of film clips. A documentary exploration taking you from the early, often crudely produced "staggs" to today's explicit, highly sophisticated full-color spectacles.

HOLLYWOOD BLUE

They say Hollywood is an anything goes town. Here's proof! Daring candid scenes of the famous at play. No holds barred. Actors and actresses you've seen before, but never ever in these roles—their natural after-hour playboy/playgirl roles.

I AM CURIOUS (BLUE)

A lullaby upon film from Sweden will love—lots of it! A companion to I Am Curious (Yellow). A young actress and a young film director—an exploration of faith and faithlessness. No punches are pulled. Nothing is hidden.

I AM CURIOUS (YELLOW)

A landmark film! It took court battles to get it off the banned list and into America. The story of a young Swedish woman seeking new answers in social, political and sexual happiness—smoking with one man after another in one unusual way and place after another.

MONA

She loved love but couldn't be satisfied. She was engaged but knew her fiancé would fill her need no more than other men. Mona! A film that tells and shows it like it is for the insatiable woman.

THE NURSES

In or out of uniform, women in white are women. At least these nurses are—they're warm, friendly women. And it's not so much what goes on that's exciting. It's what comes off before the anesthesia wears off.

PRIVATE DUTY NURSES

They're young—they're dedicated. And are they ever modern! They're Private Duty Nurses, and their private doings explore all sides of the contemporary scene—today's life and love styles, drugs, race and many others.

THE STORY OF F

Plenty of action. All of it for real. No make-believe. No cut-aways to the birds and bees. You see love-making as seen through history. One for one. One for all. Many, many fads and fancies.



a new era in entertainment

WHAT IS SEARS CARTRIDGE TELEVISION CENTER?

The first of its kind on the consumer market, Sears Cartridge Television Center is an integrated console unit containing a 25-in. diagonal measure picture color television set, a recording-playback unit for video tape cartridges, and a portable video camera with microphone attachment.

WHAT CAN IT DO?

1. Play pre-recorded programs and feature films in full color.

Sears will sell and rent pre-recorded entertainment . . . movies, sports, educational and instructional programs. Cartridges play up to 112 minutes without interruption and most

are in color. Sears has a wide selection of programs currently available and the list will continue to grow. It's simple to operate. You insert the cartridge, turn the control and make minor tuning adjustments.

2. Create your own videotapes with a TV Camera, sound too.

From birthday parties to business presentations . . . you can tape anything. Slip a blank cartridge into the recording unit, tape your subject with the black and white TV camera, rewind it, and play it back. A microphone attachment records sound as you tape. It's a great new way to make "home movies." There's no threading of camera or player, and you can erase the tape and reuse the cartridge dozens of times.

3. Record any program off the air, even when you're not home.

You can record programs off the air.* Just insert a blank cartridge, press the record button and turn a control knob. Records programs up to 100 minutes. Play it back whenever you want, as often as you want. When you can't be home, set the timer to turn on the recorder anytime up to eight hours after you set it. Recorder turns off at end of tape. You never have to miss a program.

*Recording of some programs may come under the provisions of copyright laws.

4. Use it as a monitoring system.

Set up the camera in the nursery, playroom, front door, anywhere you want to keep an eye on things. You have your own closed circuit monitoring system. Optional 20-ft. camera cord extensions will give you extra mobility.



simulated television reception on screens



Cartridge Television System



Full-length
Motion Pictures
Without Interruption



Sports Action
and Many New Skills
Any Time



Record TV Shows
and make "Instant Replay"
Home Movies

The Cartridge Television System is a complete audio-visual experience center:

a theatre, a school, a closed-circuit TV monitor, a creative movie studio—all right in your own home.

Maintaining the long tradition of superior electronics combined with beautiful cabinetry, the Teledyne Packard Bell Cartridge Television System expands viewing pleasure a thousand-fold for all the family.

This advanced concept is a window to the world, a time machine recapturing events, a home monitor and a family movie album. It marks a dramatic new benefit from 20th century technology put to work for your personal enjoyment.



Television disc (TeD)



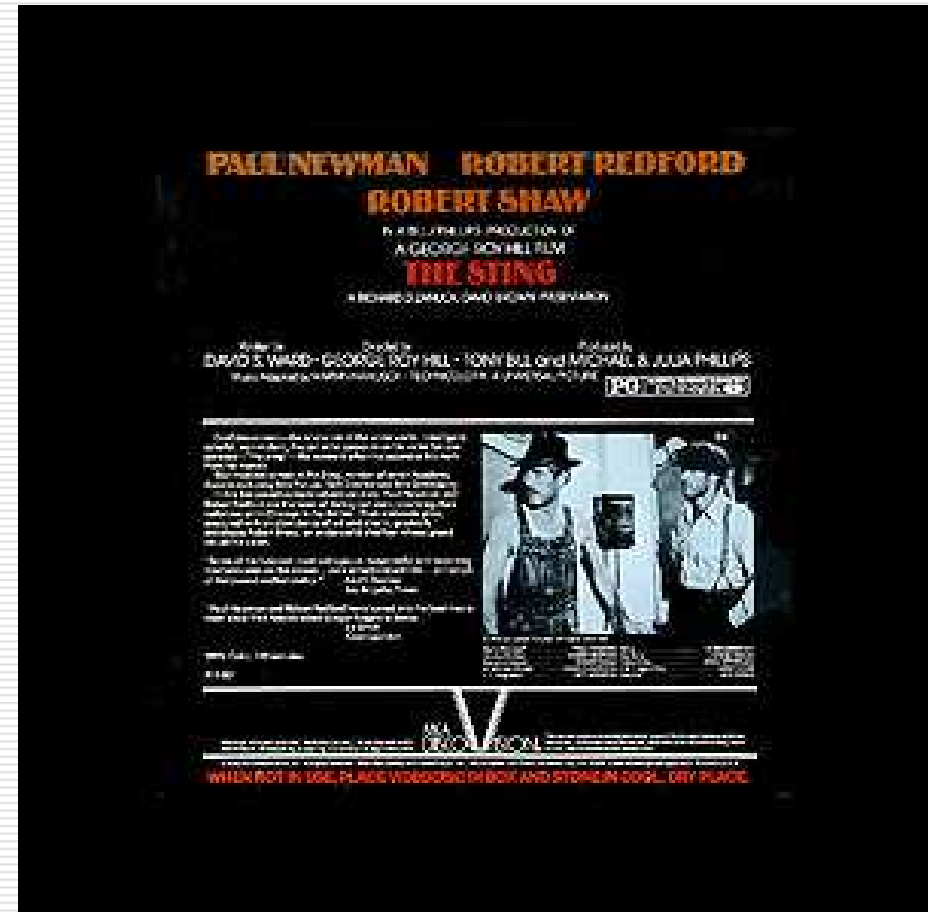
The Video Disc System

Colour television from a disc.



A development of TELEFUNKEN/TELDEC/DECCA (LONDON)

laserdisky



Pioneer VP 1000



□ <http://www.oz.net/blam/DiscoVision/Multimedia.htm>

Selectavision

- <http://www.cedmagic.com/home/fanfare-movies-page.html>
-

U-matic



-
- 1977 – Andre Blay–20th Century Fox.
vydal Patton, The French Connection,
The King and I – 56. Spol. Magnetic
Video
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 - John Sedgwick, Product differentiation at the movies. Hollywood 1946 to 1965. In: John Sedgwick – Michael Pokorny, An economic history of film. London – New York, Routledge 2004, s. 186-215
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 - invention - vynalezení
 - innovation - inovace, vylepšení
 - diffusion - rozšíření
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- Siegfried Zielinski, *Audiovisions: Cinema and television as Entr'actes in History*. Amsterdam University Press 1999
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Laserdisky - Criterion

- ❑ První speciální edice – Občan Kane, 1984
- ❑ První audiokomentář – historik Ronald Haver – King Kong
- ❑ První komentář režiséra – 1988, Michael Powell – Black Narcissus a The life and death of colonel Blimp
- ❑ První widescreen edice - Don Siegel – Invasion of the body snatchers

Vliv paratextů na recepci

- Barbara Klingerová, Současný cinefil. Filmové sběratelství v éře po videu. *Illuminace* č. 3, 2005
 - Vinzenz Hediger, Spaß an harter Arbeit. Der Making-of-Film. In: Vinzenz Hediger – Patrick Vorderau, *Demnächst in Ihrem Kino. Grundlagen der Filmwerbung und Filmvermarktung*. Marburg: Schüren, 332-341
 - Barbara Klinger: Digressions of the Cinema: Commodification and Reception in Mass Culture. In: James Naremore – Patrick Brantlinger: *Modernity and mass culture*. Bloomington 1991
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diváci

- Šíření inovací
 - Francouzský sociolog Gabriel Tarde – The Laws of Immitation (1903).
 - 1962 – znovu formulováno Everettem Rogersem - Diffusion of Innovations
 - 1. průkopníci (innovators), 2,5% 2. raní osvojitelé – early adopters – 13,5%, 3. raná majorita (early majority) – dochází k masivnímu šíření novinky, následují názorové vůdce – 34%, 4. pozdní majorita – late majority – tlačeni okolím k přijetí inovace 5. zaostávající – laggards – 16% - jsou buď konzervativní, nedůvěřují inovacím, nebo jsou v rámci soc. systému izolovaní
-

■ Top 10 DVD Sellers: 1998

	TITLE	STUDIO	UNITS SOLD
1	<i>Tomorrow Never Dies</i>	MGM	150,000
2	<i>Godzilla</i>	Columbia TriStar	145,000
3	<i>Air Force One</i>	Columbia TriStar	137,000
4	<i>U.S. Marshals: Special Edition</i>	Warner	128,000
5	<i>Lost in Space</i>	New Line	124,000
6	<i>Lethal Weapon 4</i>	Warner	113,000
7	<i>Starship Troopers</i>	Columbia TriStar	110,000
8	<i>Mask of Zorro</i>	Columbia TriStar	102,000
9 (tie)	<i>Gone With the Wind</i>	MGM	100,000
9 (tie)	<i>L.A. Confidential</i>	Warner	100,000

Source: Video Store Magazine Market Research

■ ■ Top 10 DVD Sellers: 1999

	TITLE	STUDIO	UNITS SOLD
1	<i>The Matrix</i>	Warner	1,500,000
2	<i>The Mummy</i> *	Universal	600,500
3	<i>Saving Private Ryan</i>	DreamWorks	600,000
4	<i>Austin Powers: The Spy Who Shagged Me</i>	New Line	580,000
5	<i>Big Daddy</i>	Columbia TriStar	390,000
6	<i>Enemy of the State</i>	BV/Touchstone	350,000
7	<i>Armageddon</i>	BV/Dimension	340,000
8	<i>Titanic</i>	Paramount	335,000
9	<i>Wild Wild West</i>	Warner	330,000
10	<i>Blade</i>	New Line	330,000
Source: <i>Video Store Magazine</i> Market Research			* All versions

■ Top 10 DVD Sellers: 2000

	TITLE	STUDIO	UNITS SOLD**
1	<i>Gladiator</i>	DreamWorks	4.2
2	<i>The Matrix</i>	Warner	2.5
3 (tie)	<i>The Sixth Sense</i>	BV/Dimension	2.3
3 (tie)	<i>X-Men</i>	Fox	2.3
5	<i>The Patriot</i>	Columbia TriStar	2.1
6	<i>Mission Impossible 2</i>	Paramount	2.0
7	<i>The Green Mile</i>	Warner	1.8
8	<i>The Perfect Storm</i>	Warner	1.7
9	<i>Gone in 60 Seconds</i>	BV/Touchstone	1.6
10	<i>Toy Story / Toy Story 2</i>	BV/Disney	1.4
Source: <i>Video Store Magazine</i> Market Research			** In millions

■ Top 10 DVD Sellers: 2001

	TITLE	STUDIO	UNITS SOLD**
1	<i>Shrek</i>	DreamWorks	7.5
2	<i>Pearl Harbor</i>	BV/Touchstone	6.2
3	<i>Dr. Seuss' How the Grinch ...*</i>	Universal	4.7
4	<i>Star Wars: Episode I – The Phantom Menace</i>	Fox	4.0
5	<i>The Mummy Returns*</i>	Universal	3.6
6	<i>Rush Hour 2</i>	New Line	3.6
7	<i>Crouching Tiger, Hidden Dragon</i>	Columbia TriStar	3.3
8	<i>Planet of the Apes</i>	Fox	2.9
9 (tie)	<i>Jurassic Park III*</i>	Universal	2.8
9 (tie)	<i>Gladiator</i>	DreamWorks	2.8
Source: Video Store Magazine Market Research		* All versions ** In millions	

■ ■ Top 10 DVD Sellers: 2002

	TITLE	STUDIO	UNITS SOLD**
1	<i>Spider-Man *</i>	Columbia TriStar	11.5
2	<i>Monsters, Inc.</i>	BV/Disney	10.6
3	<i>Harry Potter and the Sorcerer's Stone *</i>	Warner	10.3
4	<i>The Lord of the Rings: The Fellowship of the Ring</i>	New Line	9.4
5	<i>Star Wars: Episode II — Attack of The Clones *</i>	Fox	7.7
6	<i>The Fast and the Furious</i>	Universal	7.0
7	<i>Ice Age</i>	Fox	6.3
8	<i>Austin Powers in Goldmember *</i>	New Line	5.1
9	<i>Lilo and Stitch</i>	BV/Disney	4.8
10	<i>Black Hawk Down</i>	Columbia TriStar	4.5
Source: Video Store Magazine Market Research		* All versions ** In millions	

■ Top 10 DVD Sellers: 2003

	TITLE	STUDIO	UNITS SOLD**
1	<i>Finding Nemo</i>	BV/Disney	19.7
2	<i>LOTR: Two Towers</i> *	New Line	15.6
3	<i>Pirates of the Caribbean: Curse of the ...</i>	BV/Disney	14.5
4	<i>Harry Potter and the Chamber of Secrets</i>	Warner	10.0
5	<i>The Matrix Reloaded</i>	Warner	10.1
6	<i>My Big Fat Greek Wedding</i>	HBO	8.9
7	<i>The Lion King - Special Edition</i>	BV/Disney	8.7
8 (tie)	<i>Bruce Almighty</i>	Universal	6.4
8 (tie)	<i>8 Mile</i>	Universal	6.4
10	<i>X2: X-Men United</i>	Fox	6.3
Source: Video Store Magazine Market Research			* All versions ** In millions

TOP 25 DVD SELLERS OF 2004 (Unit Sales)

RANK	TITLE	STREET DATE	SUPPLIER	BOX OFFICE (MILLIONS)	GENRE	UNITS SOLD* (MILLIONS)
1	<i>Shrek 2</i>	11/5/04	DreamWorks	\$436.5	Animated	20.06
2	<i>The Lord of the Rings: The Return of the King</i>	12/14/04, 5/25/04	New Line	\$377.0	Fantasy	16.39
3	<i>Harry Potter and the Prisoner of Azkaban</i>	11/23/04	Warner	\$249.4	Fantasy	11.53
4	<i>The Passion of the Christ</i>	8/31/04	Fox	\$370.3	Drama	11.20
5	<i>Spider-Man 2</i>	11/30/04	Sony Pictures	\$373.4	Action	10.56
6	<i>Elf</i>	11/16/04	New Line	\$173.4	Comedy	8.25
7	<i>The Lion King 1-1/2</i>	2/10/04	BV/Disney	DTV	Animated	7.27
8	<i>Brother Bear</i>	3/30/04	BV/Disney	\$85.3	Animated	6.50
9	<i>The Day After Tomorrow</i>	10/12/04	Fox	\$186.7	Action	6.34
10	<i>Star Wars Trilogy</i>	9/21/04	Fox	Re-release	Sci-Fi	6.20
11	<i>The Matrix Revolutions</i>	4/6/04	Warner	\$139.3	Sci-Fi	5.78
12	<i>Kill Bill Vol. 1</i>	4/13/04	BV/Miramax	\$70.1	Action	5.55
13	<i>American Wedding</i>	1/2/04	Universal	\$104.4	Comedy	5.24
14	<i>The Last Samurai</i>	5/4/04	Warner	\$111.1	Action	5.22
15	<i>The Bourne Supremacy</i>	12/7/04	Universal	\$176.0	Action	5.17
16	<i>Aladdin - Special Edition</i>	10/5/04	BV/Disney	\$271.0	Animated	5.03
17	<i>Cheaper by the Dozen</i>	4/6/04	Fox	\$138.6	Comedy	4.64
18	<i>Shrek</i>	8/19/03	DreamWorks	\$267.7	Animated	4.62
19	<i>I, Robot</i>	12/14/04	Fox	\$144.8	Action	4.44
20	<i>Van Helsing</i>	10/19/04	Universal	\$120.0	Action	4.38
11 (tie)	<i>Dodgeball: A True Underdog Story</i>	12/7/04	Fox	\$114.3	Comedy	4.37
11 (tie)	<i>S.W.A.T.</i>	12/30/03	Sony Pictures	\$116.6	Action	4.37
23	<i>The Princess Diaries 2: Royal Engagement</i>	12/14/04	BV/Disney	\$95.1	Family	4.32
24	<i>Kill Bill Vol. 2</i>	8/10/04	BV/Miramax	\$66.2	Action	4.01
25	<i>Spy Kids 3-D: Game Over</i>	2/24/04	BV/Dimension	\$111.8	Family	3.98

2005 TOP 10 DVD SELLERS

Title	Supplier	Units Sold in Millions
<i>The Incredibles</i>	BV/Disney	17.38
<i>Star Wars: Episode III – Revenge ...</i>	Fox	10.36
<i>Madagascar</i>	DreamWorks	10.00
<i>Shark Tale</i>	DreamWorks	10.00
<i>The Polar Express</i>	Warner	8.13
<i>Meet the Fockers</i>	Universal	7.21
<i>National Treasure</i>	BV/Disney	7.20
<i>Cinderella</i>	BV/Disney	6.56
<i>Ray</i>	Universal	6.53
<i>Batman Begins</i>	Warner	6.15

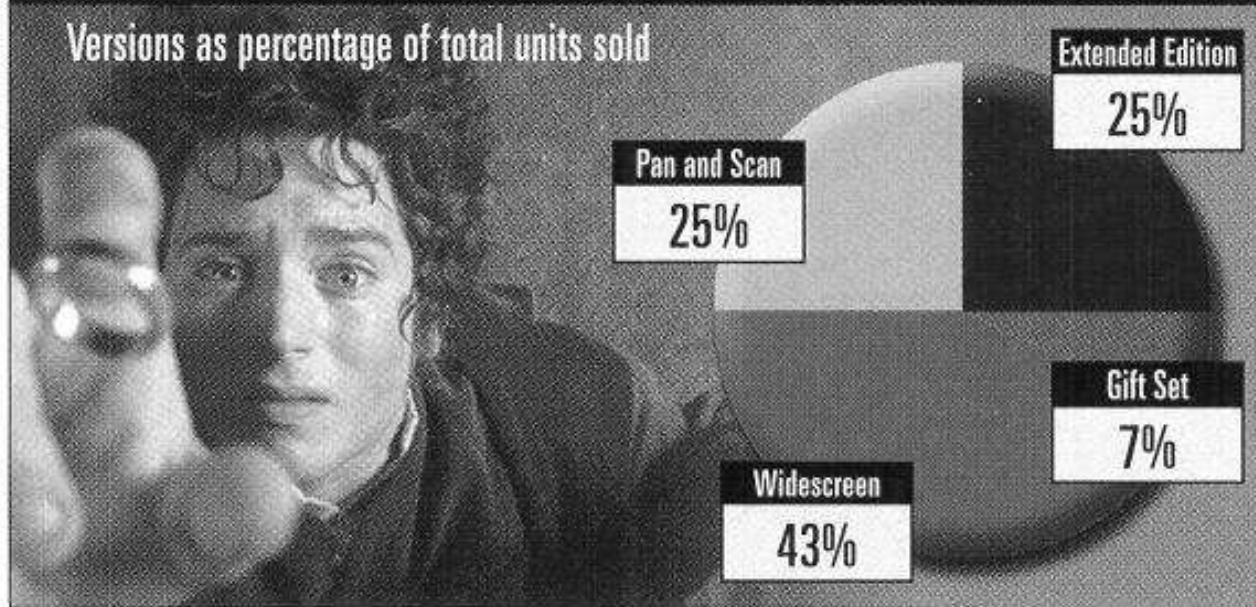
Home Media Research Projections

Diferenciace trhu: edice

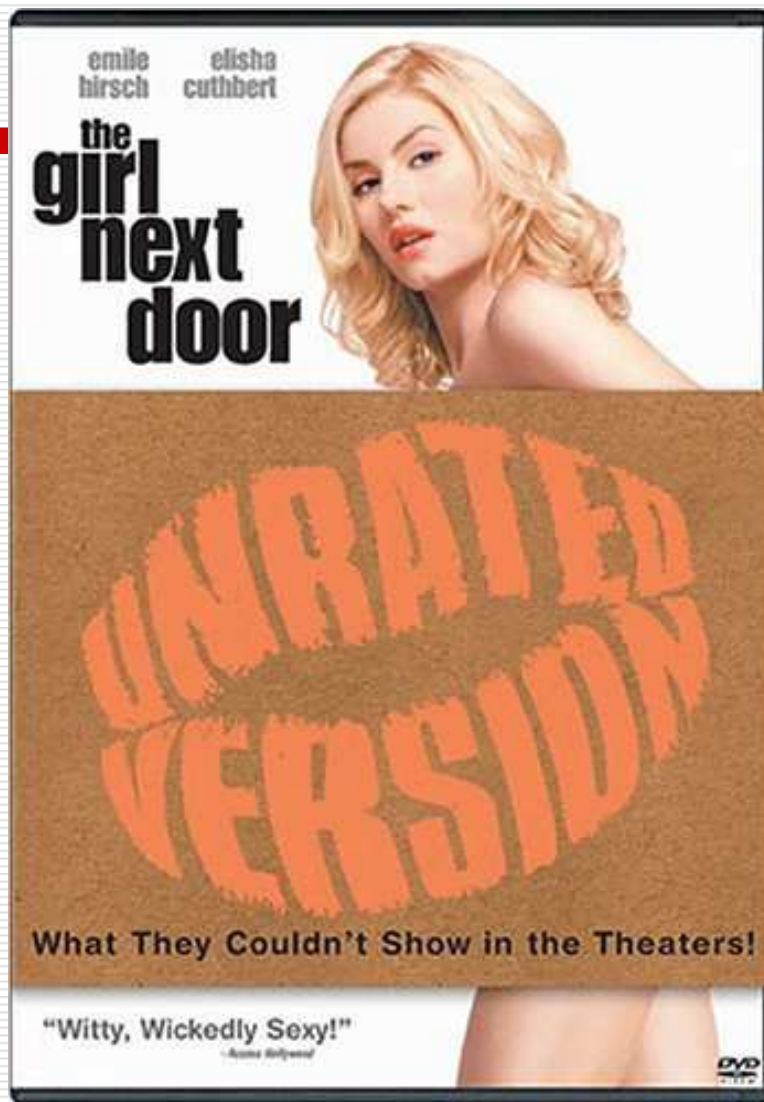
- www.sonypictures.com/cthe/superbit/home.html
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Consumers Love Choice – *The Lord of the Rings: The Fellowship of the Ring*

Versions as percentage of total units sold



Source: *Video Store Magazine* Market Research



Collectible Tin Anniversary Edition



D-Day 60th Anniversary Commemorative Edition



„library titles“ – starší filmy na DVD

- Julian Stringer: Raiding the Archive: Film Festivals and the Revival of Classic Hollywood. In: Paul Grainge (ed.), *Memory and Popular Film*. Manchester – New York: Manchester University Press, s. 81-96;
 - Julian Stringer: One Thing Nor the Other. Blockbusters at Film Festivals. In: Julian Stringer (ed.), *Movie Blockbusters*. New York – London: Routledge 2003, s. 202 – 213.
-

CREATURE FROM THE
BLACK LAGOON



THE LEGACY
COLLECTION







- ❑ Scarface: Příběh o krachu amerického snu jako součást příběhů o jeho naplnění (rapper Trick Dady: „Je to nejúžasnější film všech dob“)

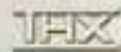
FIVE STAR COLLECTION

ELIZABETH TAYLOR RICHARD BURTON REX HARRISON

CLEOPATRA



DIGITALLY MASTERED FOR SUPERIOR SOUND AND PICTURE QUALITY



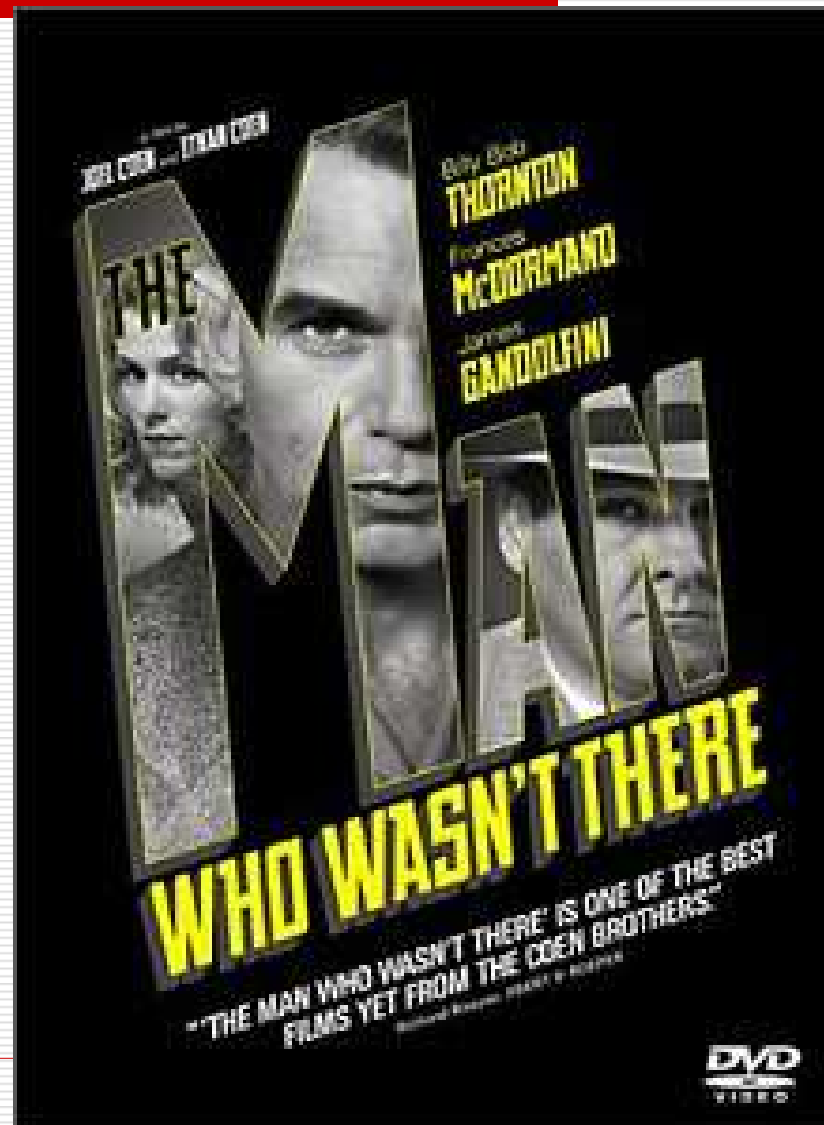
SPECIAL COLLECTOR'S EDITION



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- Arjun Appadurai, *Modernity at Large. Cultural Dimensions of Globalization*. Minneapolis – London: University of Minnesota Press 1996
 - - *armchair nostalgia*
 - Julian Stringer, „The China Had Never Been Used!": On the Patina of Perfect Images in Titanic. In: Kevin S. Sandler – Gaylyn Studlar (eds.), *Titanic: Anatomy of a Blockbuster*. New Brunswick, N. J. – London: Rutgers University Press 1999, s. 205-219.
-

Distribuce filmů britské společnosti Working Title Films na DVD:

Working Title Films staví svůj obraz mj. na „auteur“ filmech, které získávají ocenění na festivalech – např. Muž, který nebyl



„A beautiful photographic history of Working Title Films, the most successful international independent British film company of the last 20 years.“



Proč si Hugh čte na lavičce Mandolínu kapitána Corelliho? Adaptace této knihy byl jeden z dalších projektů Working Title Films.



Model komerčního úspěchu u WT: romantické komedie scenáristy Richarda Curtise s Hughem Grantem v hlavní roli.



Tím, co pomáhá prodávat cyklus romantických komedií na obou stranách Atlantiku, je americká hvězda...



...a využívání anglo-amerických kulturních diferencí, které mohou být na DVD edicích zveličeny a komentovány



-
- *Čtyři svatby* — tržby ve Spojených státech a Kanadě: \$52.7 mil.; mimo USA a Kanadu: \$193 mil. /z toho cca 28 mil. v Británii/;
 - *Notting Hill*: \$116 mil, resp. \$247.8 /31 mil/;
Deník Bridget Jonesové: \$71.5, resp. \$208.6 /42 mil./.
-

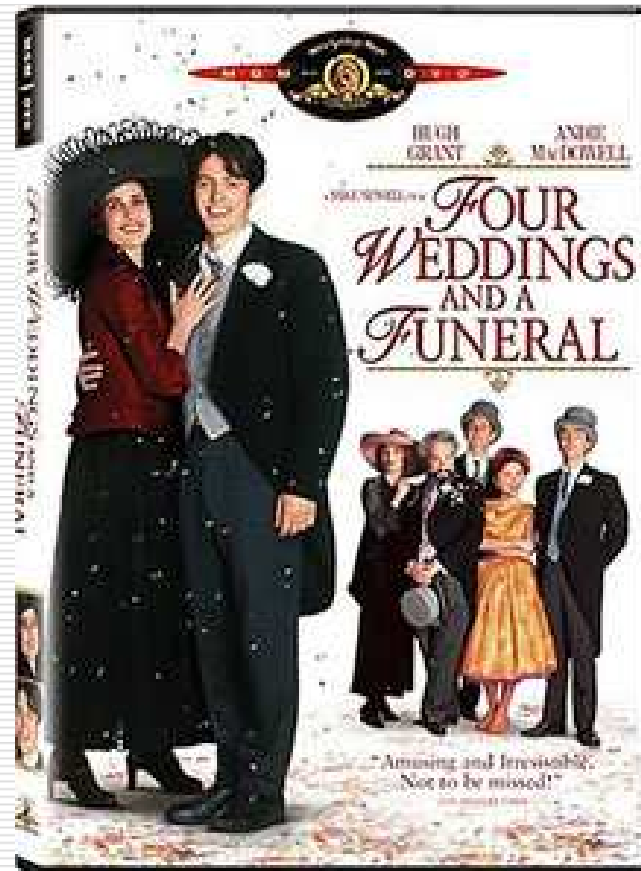
Na americké speciální edici s Notting Hillem jsou filmové sekvence použity jako videoklipy. Interprety jsou Shania Twain a Elvis Costello, kteří mají smlouvu s Polygramem.



Změnám v případě uvedení na jiném trhu podléhají i obaly DVD. Obě americké edice filmu Čtyři svatby a jeden pohřeb zdůrazňují hvězdy – Andie MacDowell a Hughu Granta. Starší DVD má silně „anglický“ tón a ukazuje hvězdy v dvojzáběru na pozadí městečka s řekou a kostelem.

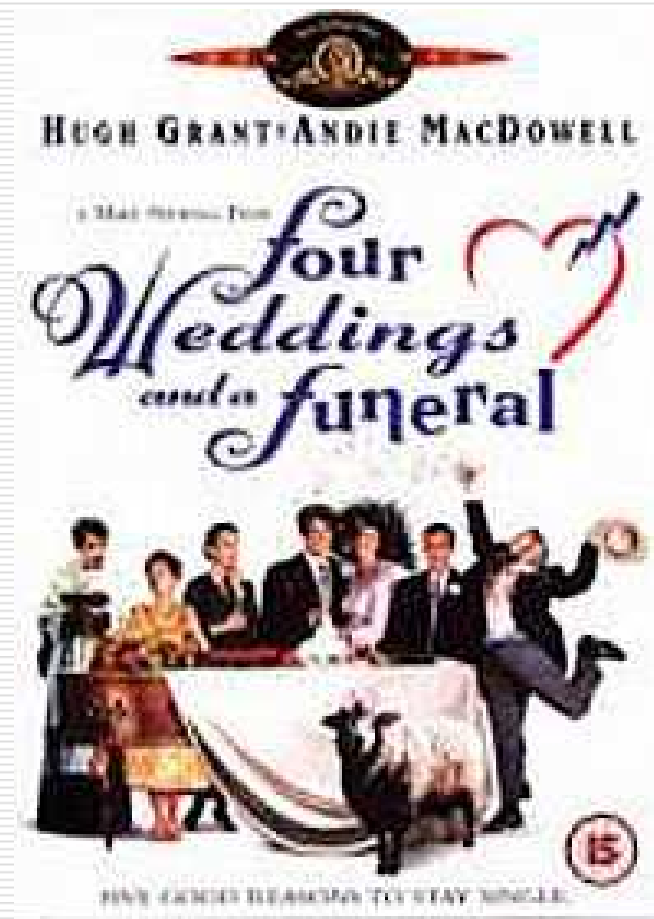


Druhá americká edice Čtyř svateb má přibližně stejný design jako britská/evropská, ale zdůrazňuje obě herecké hvězdy, zatímco ostatní herci jsou v pozadí (a Rowan Atkinson není vůbec přítomný)



Oproti tomu edice uvedená pro britský a západoevropský trh ukazuje herce v řadě, s důrazem na Atkinsona a britského divadelního herce

Simona Callowa.



V případě další romantické komedie Láska nebeská mají americká i „evropská“ edice podobný design – „dárek“. Ale je zde zřetelný rozdíl v důrazu. Britské DVD má malé „boxy“ s obrázky herců dobře známých britskému publiku.



Oproti tomu americké DVD má jen 4 okénka, každé z nich ukazuje ne jen tváře, ale situace, vztahy, emocionální vazby: mezi otcem a synem, mladým či stárnoucím párem. Jasně tak naznačuje potenciálním divákům, jaké publikum může s filmem na tomto dvd strávit ke své spokojenosti.



Distributoři a producenti často používají recenze jako nástroj pro kulturní a interpretační rámování filmu pro diváky. Jména v daném národním prostoru dobře známých kritiků mohou být použita pro tv spot...



... i pro DVD bonusy.



Chicago Sun-Times By Roger Ebert

Chicago Sun-Times

BRIDGET JONES'S DIARY

*** 1/2 (R)
April 13, 2001
BY ROGER EBERT

Glory be, they didn't muck it up. Bridget Jones's Diary, a beloved book about a heroine both lovable and lovable, has been made against all odds into a funny and charming movie that understands the charm of the original, and preserves it. The book, a fictional diary of a plump 30-something London office worker, was about a specific person in a specific place. When the

film was cast with Renée Zellweger, who is not plump and is from Texas, there was gnashing and wailing. Obviously the Miramax execs would turn London's pride into a Manhattan, or worse.

Nothing doing. Zellweger put on 20-some pounds and developed the custom-like would-be double chin, as well as a British accent that sounds reasonable enough to me. (Sight & Sound, the British film magazine, has an ear for movies and has the accent is "just a little too unconvincingly posh," which from them is praise.)

Special Features [Bridget Jones's Diary Reviews](#)

Kulturní rozdíly hrály v americké marketingové kampani důležitou roli: „nejdůležitější bylo udržet rovnováhu mezi romantickými a komickými prvky filmu. Pro většinu zemí zdůrazňovaly trailery a tv spoty komičnost, aby oslovily muže i ženy. Ale pro americký trh, kde nějaký čas trvá, než si Američané zvyknou na cizí akcent, i když je anglický, jsme zvolili důraz na romanci.“



DVD bonusy na americké edici Bridget Jonesové: „Průvodce Bridgetinými briticismy“ – tento bonus nabízí „komickou“ verzi americko-anglického slovníku. Kulturní a jazykové americko-anglické diference nejsou smazávány, naopak: jsou sebevědomě předváděny.



Často je vyjadřován ironický postoj, dokonce ve velmi explicitní, přímé a reflexivní podobě. DVD bonusy mohou oslovovat diváky jako „vědoucí“ publikum – které ví, jak fungují marketingové strategie



„materiály na DVD nebudou: nudné; otevřeně sebepropační;
nebudou ukazovat bezdůvodně Hughu Granta v mokré košili ... tedy
pokud to nebude naprosto nutné.“



Zápletky romantických komedií Working Title Films fungují jako narativní stroje na produkci pocitu studu. Hrdina jej zakouší před filmovou hvězdou...



Notting Hill

...slavnými celebritami...



... či před celým (tv) národem.



„Sezónnost“ filmu Láska nebeská (který se odehrává v období Vánoc) byla zásadní pro datum uvedení do kin a pro marketingovou kampaň (obal soundtracku)

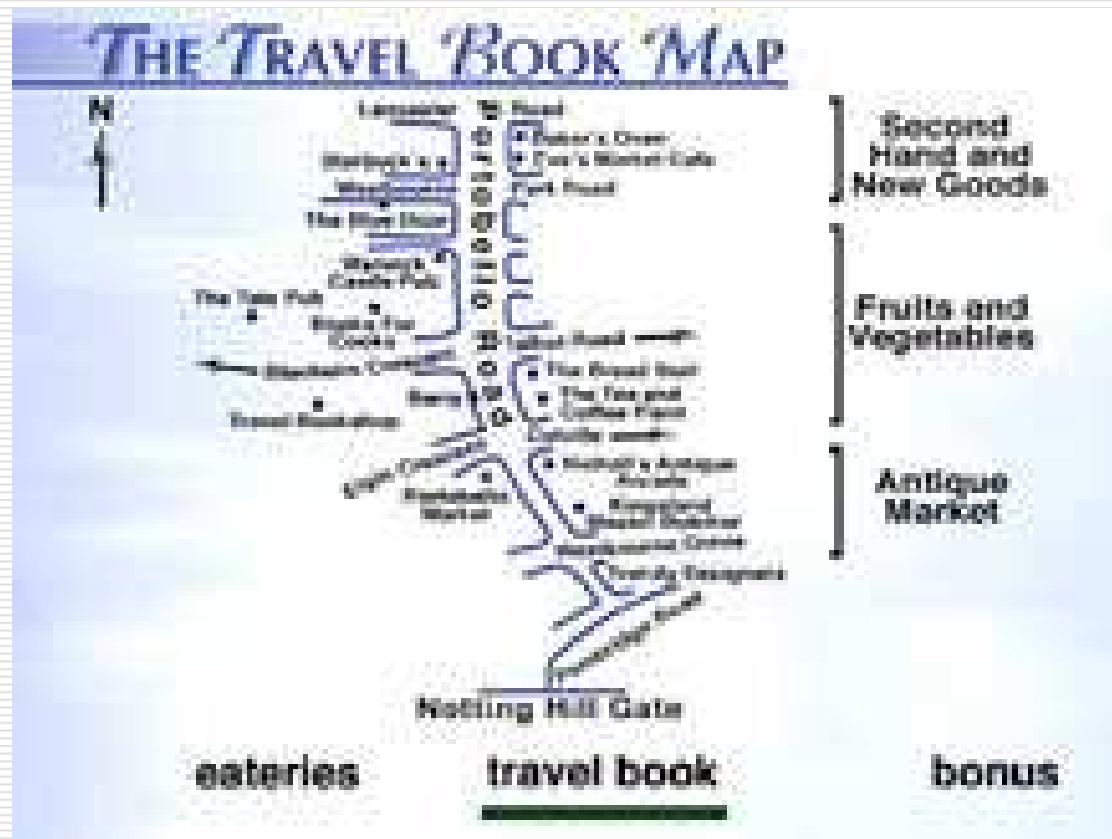


Speciální edice Notting Hillu nabízí ne jen příležitost ke vstupu do světa příběhu nebo k setkání s filmovou hvězdou...



... imaginární procházení Notting Hillem má i své adresy v reálním světě, se skutečným zbožím ke koupi. DVD jako turistický průvodce – to je jen jeden příklad vztahů mezi

filmovým marketingem, kulturním dědictvím a turistickým průmyslem.



DVD bonusy s herci nemají pouze etos profesionálních vyznání – často jde spíše o zprostředkování „upřímnosti“ osobních vzpomínek. Andie MacDowell vzpomíná na DVD na dobu, kdy točila Čtyři svatby a jeden pohřeb: „byl to jedinečný okamžik v mém životě. Byla to ta největší role.“



Britský deník Bridget Jonesové je rámován pro americké publikum skrze osobnosti a produkty, dobře známé v americké populární kultuře.



Romantické komedie Working Title Films jsou prodávány do světa jako „hollywoodská hvězda plus britské kulturní dědictví“. Čtyři svatby ukazují „starobylé hostince“...



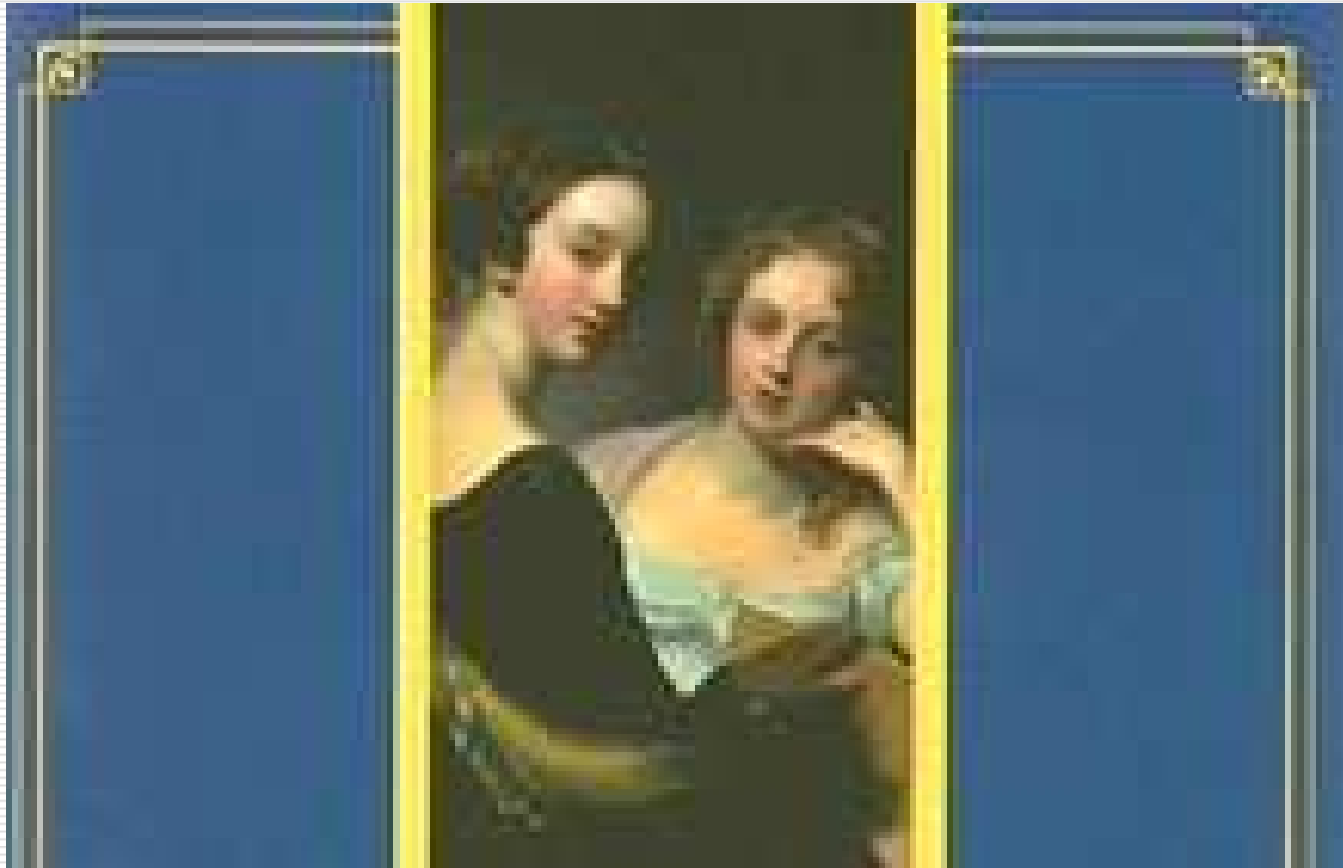
... a venkovské domy.



V Notting Hillu hraje Julia Roberts americkou filmovou hvězdu, která přijíždí do Anglie, aby si zahrála v dobové kostýmní adaptaci Henryho Jamese.



Deník Bridget Jonesové je inspirován Pýchou a předsudkem Jane Austenové – a speciální edice to předvádí



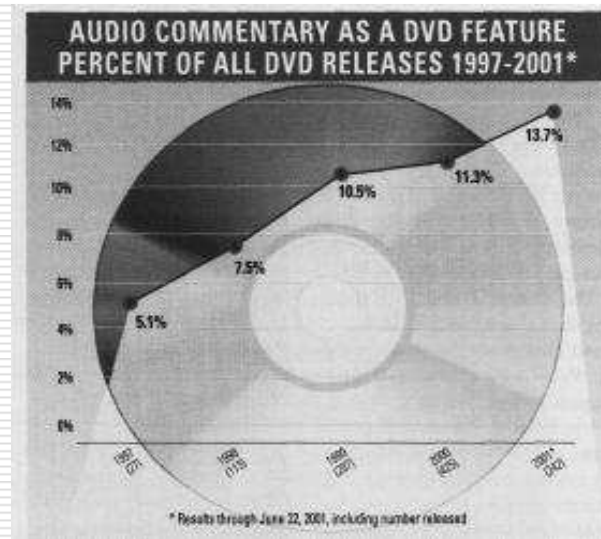
V romantických komediích Working Tiltles je Londýn představován jako čisté, elegantní město. Tim Bevan, jeden z šéfů společnosti, komentuje důvody této strategie: „Z hlediska přijetí filmu v Americe je zajímavé, že pokud ukážete město tímto způsobem, nebudou mít pocit, že jde o import.“



Takovýto vztah mezi filmovým marketingem a turistickým průmyslem není přitom typický pouze pro DVD s filmem Notting Hill. Bonusový materiál u filmu Lilo a Stitch dělá pro Havajské ostrovy v podstatě totéž, co DVD s Notting Hillem pro tuto slavnou část Londýna – tj. prezentuje určité místo jako něco důvěrně známého a současně exotického. Využití časové, prostorové a kulturní distance je ovšem pro tento způsob prezentování lokálního zásadní.



Video store magazine: podíl dvd s audiokomentářem – 2001 – 10% všech od uvedení



The Lion King

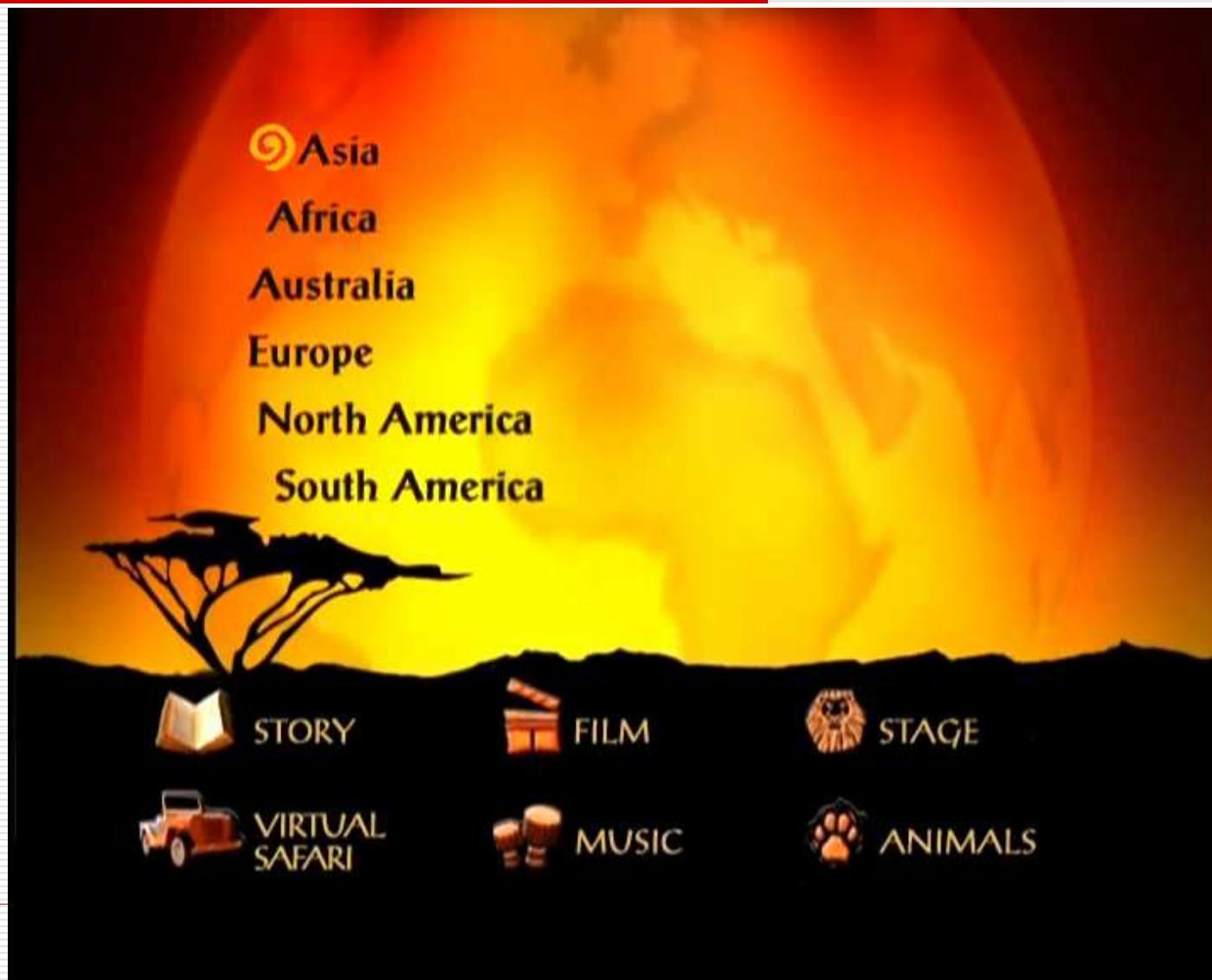
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-

Pluto a kačer Donald jako diegetičtí zástupci dětského diváka – a Disneyho minulost jako budoucí divácká zkušenost



-
- <http://disney.go.com/disneyvideos/animate/films/lionking/>
-

Lví král jako globální fenomén – a svět jako místo sdílené zkušenosti



„Dnes dabujeme filmy přibližně do 32 jazyků...“



Hollywood a televize



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 - ❑ www.tvhistory.tv

RCA, 1946



RCA, 19



General Electric, 48



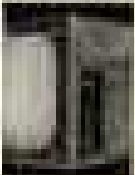
DuMont, 1949





NOW! A TV PICTURE SO CLEAR, SO SHARP
...you'll think you're at the movies!

EMERSON'S NEWEST TV SET
 The Emerson TV set is the most advanced in the world. It features a new type of picture tube that gives you a picture that is so clear and so sharp that you'll think you're at the movies. The Emerson TV set is available in two models, one with a built-in speaker and one without. Both models are available in a variety of finishes and colors. For more information, call your local Emerson dealer or write to Emerson Radio Company, Dept. TV-1, 1000 Broadway, New York, N.Y. 10003.



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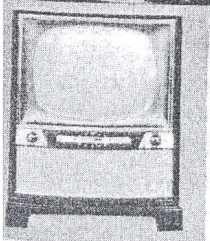
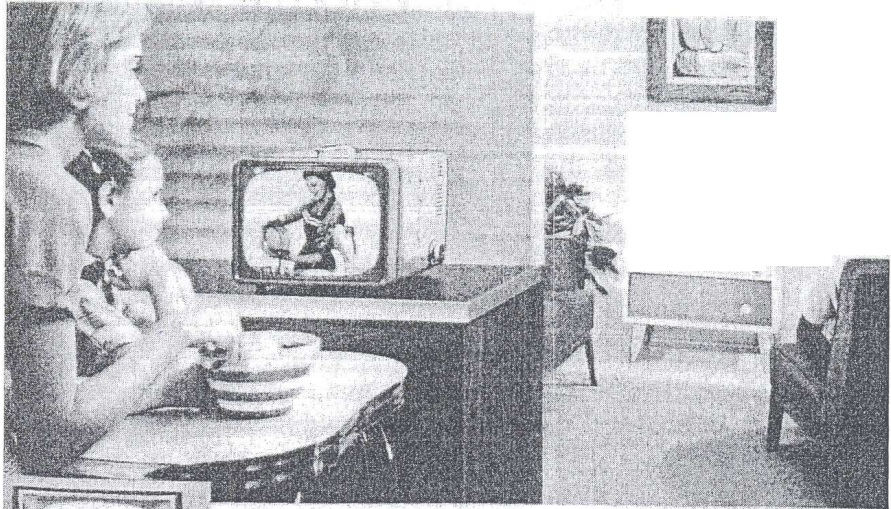
EMERSON'S NEWEST TV SET
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Emerson
 EMERSON RADIO COMPANY

TELEVISION IN THE FAMILY CIRCLE



Family members circle around the console in a 1949 RCA advertisement.



GE Clock-TV! Watch late shows!

NEW! 32-inch G.E. Personal TV. Now where you get the light, easy to carry, extra light on wheels... kitchen, bedroom, patio. Plug it along on trips... all the country. Amazingly bright picture... low price... from \$99.95.

NEW! G.E. 24-inch TV. Show your friends the biggest, brightest picture ever! Smart stereo-sounding cabinet. Enjoy G.E. "Daylight Power" instant 52-B. All-Standard. Super-power transformer. Hi-contrast. 100% safety glass.

Prices include Federal Excise Tax, one year warranty, 30-day no-hassle change-of-address service.

WHEN Dad wants to watch the game. Mom-out Sit the evening show... there's too much traffic for one TV up-band. It's easy to have a TV for everyone at G.E.'s new low prices. Starting at \$99.95, two now cost less than millions paid for one. You'll find it in G.E. "Daylight Power" that makes the picture so clear you can view with shades up-lighting... even in the open. See G.E.'s new the Automatic Clock-TV, the amazing 24 inch priced at just GE Television dealer: General Electric Radio & Television Department, Syracuse, New York



Easier on the Eyes... at least 80% Brighter



MODEL 817

NEW TABLE MODEL—BIG 12 1/2" TUBE!

Lowest priced G-E Daylight Television table model—with B.G. 12 1/2" TUBE! Daylight bright, daylight clear, daylight sharp in a fully lighted room—no need to strain your eyes in darkness! Simplified tuning. Space-saving swinging speaker cabinet, hand rubbed and polished w/ a glazing lacquer. Model 811. **Only \$369.95***

Here's the new kind of television that's at least 80% brighter than ordinary television under the same conditions. Bright enough to provide peak picture enjoyment under the ideal seeing condition of natural room lighting—*relieve eye strain!*

General Electric Company, Electronics Park, Syracuse, New York

See recommended for greater eye comfort! See new low-priced G-E Daylight Television Model 807—performance-engineered at Electronics Park. BIG 12 1/2" TUBE—biggest daylight picture yet! Mahogany veneered cabinet. **Only \$399.95***

You can put your confidence in—

GENERAL  ELECTRIC



MODEL 807

ONLY KEYS—AND IT'S G-E!

New! Big 10" *compact tube!* Small 11 1/2" *tube cabinet!* So compact it fits anywhere. No special table needed! G-E Automatic Clutter for sharp, clear pictures, long range. Rich rosewood plastic cabinet. Model 805.

*Price includes freight charge, all models. Price includes delivery charge and handling charge where applicable.



Recommended by eye specialists!

HERE'S the television you view in a *fully lighted room*...recommended by leading eye specialists and the medical press. It's G-E Daylight Television—brighter than ordinary television by at least 80% under the same conditions. See how wonderfully different your eyes feel as you watch this television, not in darkness but with the lights on! Join the thousands upon thousands who are finding that this great new General Electric advance is easier on the eyes! Model 806, above. 10" tube. Long range—gets distant stations in fringe areas.

Daylight bright, daylight clear, daylight sharp pictures. Compact, genuine mahogany veneered cabinet. Only 13½ inches wide—fits anywhere. Be sure to see model 806.

General Electric Company, Elmwood Park, Syracuse, New York



Now G-E Clock Radio
 America's best time for waking. Soother for sleep with music, then tunes itself off! Wakes you to music, too. G-E electric clock. Tells time in dots. Model 65 in ivory plastic. \$24.95* Its record player. (Model 66—\$34.95*)

*See dealer for eye and health check. Price subject to change without notice.



G-E Price Leader!
 Big screen, nearly as wide as the cabinet itself! 10" conventional tube. Long range. Simplified tuning. Compact, rich rose-wood plastic cabinet, only 13½" wide. Model 805.

You can put your confidence in—
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GE TELEVISION



G-E Price Leader
 Lowest priced G-E Television—yet
 no set made delivers more quality for
 \$189.95.* Not an inch of square
 space in Model 805. Big 10" tube
 in an 11 1/2" cabinet. It's practically
 all picture! Compact, rich resonant
 piano cabinet fits anywhere!

\$189.95*

MORE QUALITY
for your money...



BIG 12 1/2" TUBE TABLE MODEL
 Lowest priced G-E Desktop Television—with BIG
 12 1/2" TUBE! Brighter light, deeper color, de-
 light sleep in a fully lighted room—no need to
 strain your eyes in darkness! Simplified tuning.
 Makingay record volume. **Only \$209.95***

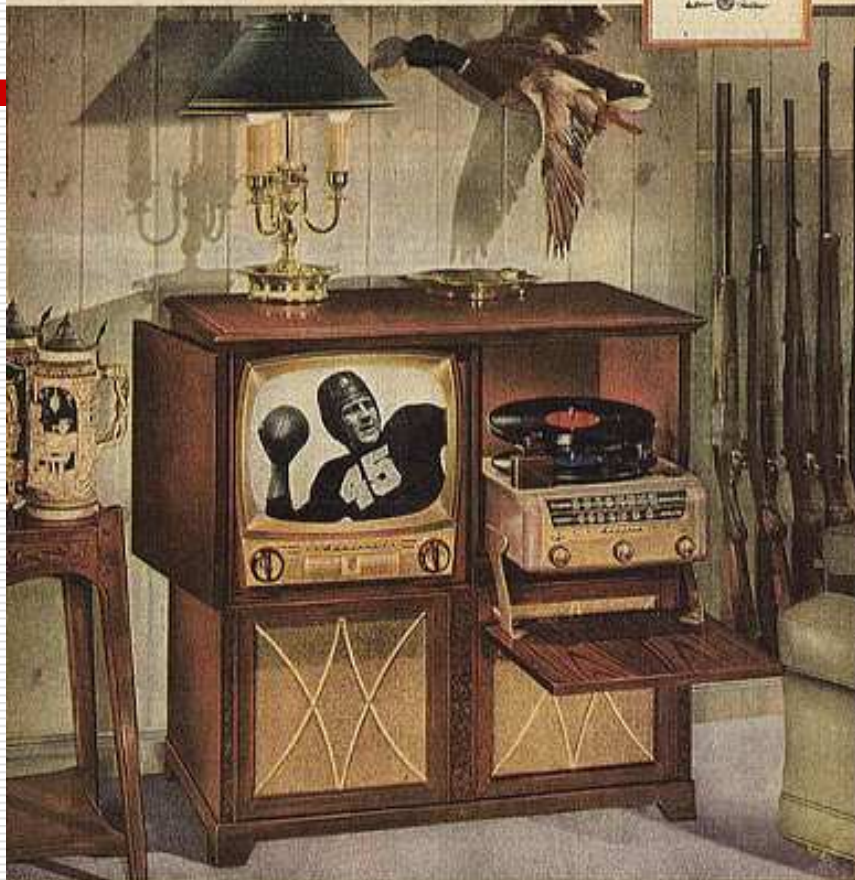
Yes, quality of picture... of sound... of style... performance-engineered
 at Electronics Park. All three combine to make General Electric's great
 new Model 805 today's outstanding value in popular priced television. It
 brings you a screen nearly as wide as the cabinet itself! Your whole family
 enjoys big set pleasure... easy tuning, long range reception, sharp,
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*Price includes taxes. Price subject to change without notice.

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Admiral *wins*
Merit Award for
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This important award has been conferred on Admiral for leadership in research, engineering, design and manufacture. It confirms a long known fact... that Admiral TV is engineered to outperform any set, anywhere, any time... that Admiral gives you the clearest picture in television. See for yourself at your Admiral dealer, today!



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Admiral



SEE! Ask your dealer for a free information "Single Set," Admiral's beautiful new magazine for the home.
ON TV—"How He Works", ABC, Thurs., 8 PM, 10;
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WORLD'S LARGEST MAKER OF TELEVISION COMBINATIONS



Magnavox Radio Television Receivers and all its Appliances Comply with Radio-Phono



MAGNAVOX METROPOLITAN, Big Magnascope "50" screen, matching table, ETC. \$279⁵⁰



MAGNAVOX MODELAK, Big Magnascope "50" screen and 10 1/2" table.

\$349⁵⁰

Can be used as a table model or can be converted with Magnavox Radio-Phonograph to show its two pictures.

NOW! Magnavox big-picture television for only \$279⁵⁰

America's greatest value! Finest at any price—with all the great innovations of MAGNASCOPE Television System • **SHARPEST PICTURES**—sharpest contrast • **NO EYESTRAIN**—built-in filter eliminates glare and flicker • **EASIEST PROGRAM SELECTION**—switch to programs you want instead of fumbling for them • **AUTOMATIC PICTURE STABILIZER** locks picture steady • **EXTRA POWER**—"reaches" far distance • **HIGHEST-FIDELITY SOUND**—world-famous Magnavox speakers • **FINEST FURNITURE**.

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Without obligation please send me George & Anderson's new book on television.

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 Address _____
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the magnificent
Magnavox
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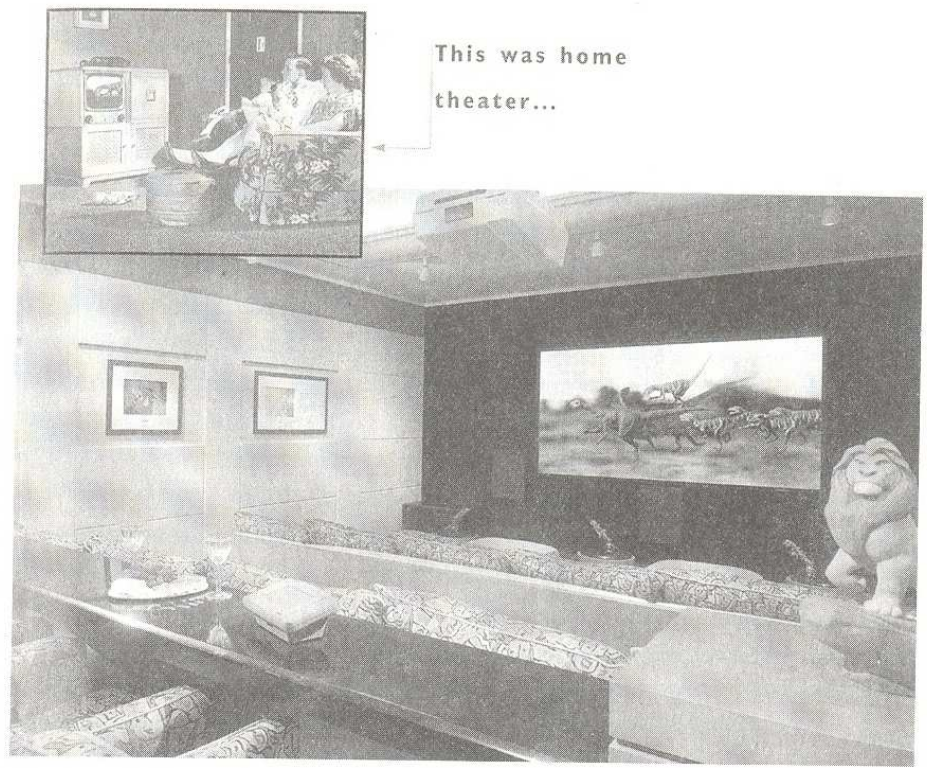


Figure 1. Old versus new home theaters. (Advertisement courtesy of Runco International.)

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Levittown



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