Television

Its influence, then and now

History

- Most important invention since the printing press
  - Changed education
  - Changed governing
  - Changed religion
  - Changed the nature of relationships

History

- 1884 – Paul Nipkow, Nipkow disc
- 1928 – John Logie Baird sends television picture from London to Hartsdale, NY
- 1939 World’s Fair in New York
  - RCA publicly demonstrates television
  - 2-hour NBC broadcast
**History**

- 1945: nine commercial stations authorized
  - Six on-air
- 1948-1952 Television Freeze
  - FCC solved problems
    - Industry standard for color
    - Reducing interference
    - Spectrum space for additional stations
    - Reserving channels for education

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**1950s**

- 1952: 108 stations broadcasting to 17 million homes
- 1959: 559 stations, nearly 90% of U.S. had televisions
  - More television sets sold (70 million) than children born (40.5 million) in the U.S.

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**1950s**

- Television genres: variety shows, situation comedies, dramas, soap operas, quiz shows
- Feature films and talk shows
- News and documentaries
- AT&T completed national coaxial cable and microwave relay network for distribution of television programming
Major Influences

- Quiz Show scandals
- *I Love Lucy*
- McCarthyism
- The Nielsen Ratings

Moving Forward

- 1962 – legislation required all sets be equipped with UHF & VHF receivers
  - Public Broadcasting Service network
  - 300 affiliates

Audience

- 102.7 million television households
  - 75% with more than one set
- On an average of 7.5 hours/day
- Top-rated program will draw 30 million viewers
- Family of 3 or more typically watches 60 hours of television per week.
Advertising

- 1999 - $50.4 billion
- Average 30-second prime-time network spot costs $100,000
- 2001 Super Bowl average ad
  - $2.3 million for 30 seconds
- Thirty-second spot on final episode of Seinfeld in 1998 - $1.5 million
- 30-second local market spot - $20,000

Trends and Convergence

- 1978 – ABC, CBS, NBC drew 92% of prime-time viewers
  - 1988 – 70%
  - Today – 57%
- Cable – distant importation of signals
  - 1950 – 14 cable companies
  - Today – 11,600 cable systems
  - 68% of all households

Trends and Convergence

- Fox – 1985
- Videocassette recorders – 1976
  - 85% of homes
  - 30,000 video rental stores, $16 billion industry
- DVD – 1996
  - 4 million machines sold in 1999
  - 5.4 million by 2000
Trends and Convergence

- Digital Video Recorder
  - TiVo and ReplayTV
- WebTV
  - Convergence of television and Internet

Agricultural Television

- Channel Earth Communications
  - March 1997
  - 13 hours of programming
  - DirectTV
  - Ceased broadcasting in 1998
- AgDay
  - Part of Farm Journal company
  - 450,000 farmers watch, 10 times per month, carried on 160 stations
  - Bryan – KCEN (6) at 4:30 a.m.
- Local programming
  - U.S. Farm Report
  - Market to Market (PBS)