

Comm 1101 Chapter 9 Notes

A Brief History of Television

- Vladimir Zworykin
- Philo T. Farnsworth
- ^ Developed a circuit for transforming a visual image into an electronic signal.
- Patent battles
- Lines of resolution- Rows of lighted dots, or pixels, that make up a television picture image.
- Pixels- Lighted dots that create a television picture image.
- Channel Allocation- The placement of a station's frequency on the electromagnetic spectrum, that range of frequencies that is used for transmitting electronic signals.
- At first there were four television networks:
 - o NBC
 - o CBS
 - o ABC
 - o DuMont
- Affiliates- Local stations that have a contractual relationship with the network but are not owned by the network.
- Kinescopes- Poor-quality films taken directly from television monitors in the network studios; they were forerunners of videotapes
- Golden Age (1948-1958)
- 1966 Color TV
- Community Antenna Television (CATV)- The first cable television systems, designed to give viewers in hard-to-reach areas satisfactory reception from their nearest broadcast television stations.
- Importation- In cable television, the bringing in of additional signals from distant stations.
- Must-Carry Rule- FCC regulations that require cable systems to carry all local television stations within the system's area of coverage.
- Emerging Networks
 - o Death of DuMont in 1955.
 - o Rupert Murdoch- Fox
 - o 1995- Warner Bros. and United Paramount Network.
 - o Videotape Recorder (VTR) – A device for recording sounds and images on reels of magnetic tape.
 - o Color by 1966
 - o Videocassette Recorder (VCR)- Made first by Betamax; used cassette tapes instead of reels.
 - o Time shifting- Recording of a television program for playback at some later time.

- o Zapping- Avoiding commercials by using the pause button while videotaping or by fast forwarding through them during playback.
- o 1996- Enter DVDs
- o Digital Video Recorders (DVRs)- Specialized computers with oversized hard disks on which video signals are saved.
- Adapting to New Technologies
 - o High-Definition Television (HDTV)- Digital technology for transmitting television programs used more than double the standard number of scanning lines, creating a clearer, larger picture.
 - o HDTV caused a standoff: Stations didn't want to convert because so few people had sets capable of receiving HDTV signals, and viewers don't want to buy new sets because the stations weren't broadcasting HDTV.
 - o Video on Demand (VOD)- Service that allow subscribers to order recent feature films, sporting events, concerts, news items, and special events at any time.

Understanding Today's Television Industry

- Delivery Systems
 - o Delivery systems are the way people receive the television signal into their homes.
 - o Multiple Systems Operators (MSOs)- companies that own several local cable service providers, usually in different areas of the country.
 - o Basic Cable- Those channels that are supplied with the least expensive program package that the cable provider offers.
 - o A La Carte Pricing- Charging customers only for those cable channels they choose to receive.
 - o Superstations- A local station whose signal is delivered to cable systems via satellite.
 - o Premium Cable Channels- Cable channels that provide programming to subscribers for an additional fee, over an above their basic cable subscription fee; sometimes called pay cable.
 - o Pay-Per-View Channels- Systems that allow cable TV subscribers to order recent feature films, sporting events, concerts, and other special events when scheduled.
 - o Public access channels are provided by cable systems as part of their community franchise agreements.
 - o Geostationary- A term describing the placement of satellites so that they orbit the earth at the same speed that the earth rotates, effectively parking the satellites in one spot.
 - o Direct Broadcast Satellite (DBS)- Systems that deliver television programming to individual homes via satellite.

- o Broadcast television is known as over-the-air television to distinguish it from cable.
- o ^Made up of many entities:
 - Local Stations
 - Channel- A spot on the electromagnetic spectrum that the FCC licenses to a specific station.
 - o Very High Frequency (VHF)- Term used to describe the main-channel television stations that operate on channels 2 through 13.
 - o Ultra High Frequency (UHF)- Term used to describe stations transmitting on channels 14 and up.
 - The Market- All the surrounding areas from which business tends to flow to a central point, usually a major city.
 - Network Affiliation
 - Networks- Corporations that provide programs to local stations.
 - Independent Stations- One that is not affiliated with or owned by a network.
 - Station Groups
- Program Providers
 - o No matter which delivery system is used to bring television programming into the home, it all originates from one of three places:
 - The stations or cable channels themselves
 - Networks
 - Syndicators
 - o Network Programming
 - Provide programming to their affiliates from a large part of the broadcast day.
 - The network usually retains the rights to show programs only twice: once during the regular season, and once as a rerun.
 - o Program Syndication- The sale of television programs directly to stations, cable channels, and online venues.
 - Off-Network Programs- Syndicated programs that were shown earlier on one of the television networks and are now being licensed on a station-by-station basis.
 - Strip Programming- A system of showing a program in the same time period five times a week.
 - Original Syndication- The station-by-station licensing of new television programs that were not earlier shown on a network.
 - Public Television
 - Carnegie Commission- Recommended that Congress establish a corporation for public television.