

FILM IN THE 1970s

THE FILM SCHOOL GENERATION
AND THE BIRTH OF THE
NEW HOLLYWOOD

CREATIVE ARTISTS AGENCY

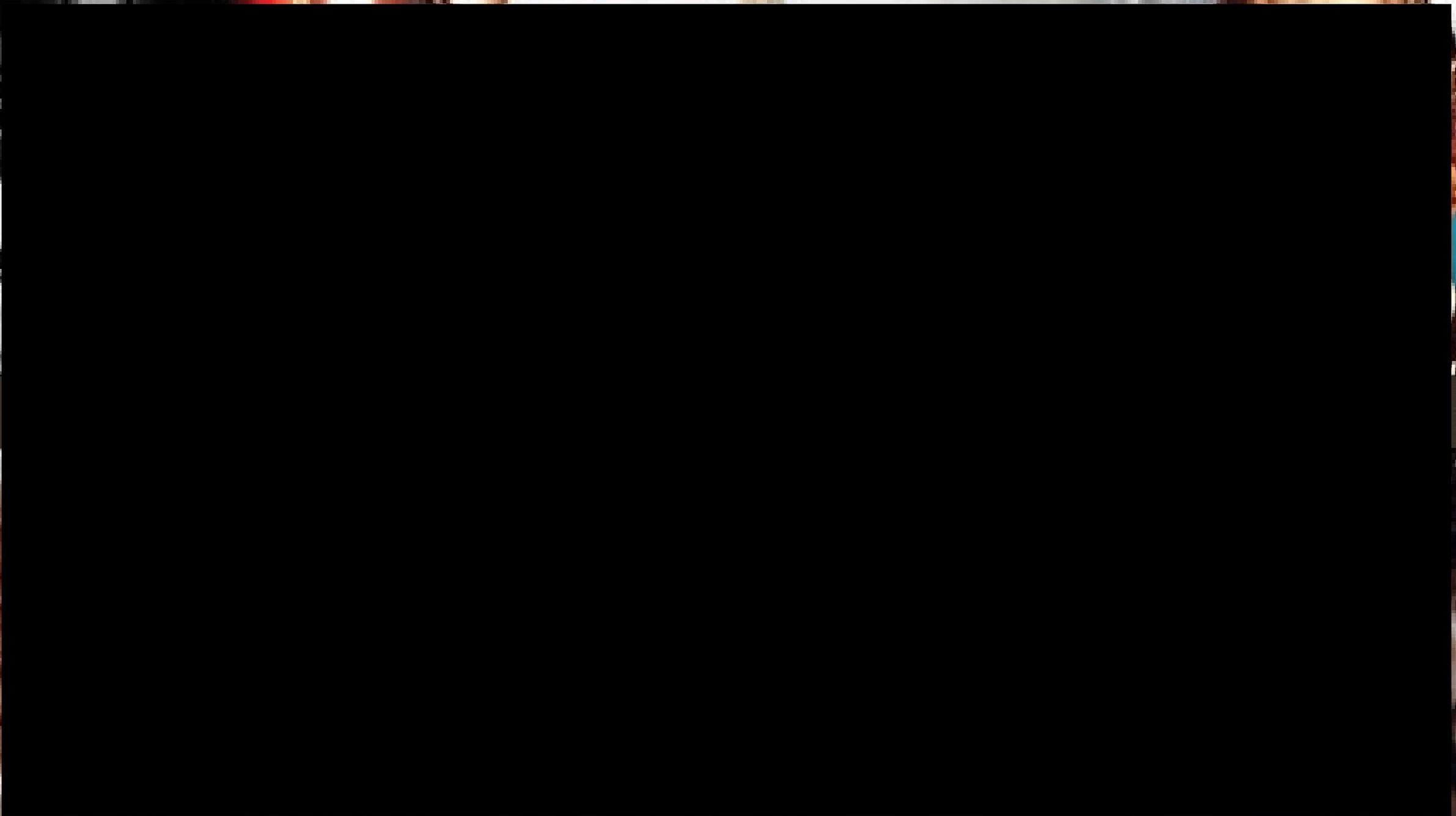


- Established in 1975 by 5 former agents of the William Morris Agency – including founding head and “super-agent” Michael Ovitz
- They excelled at “packaging” talent for movies and TV projects, and negotiating deals between Hollywood studios and international conglomerates



This represents a major shift in Hollywood -

- More deals that give directors power to negotiate stronger compensation packages
- More power for individual actors to negotiate higher salaries and perks, such as a percentage of the film's gross
- The rise of what we now call “the blockbuster”



The Blockbuster



- 1969-1971 – Hollywood economic bust – lost more than \$600M
- *The Godfather* (1972) – responsible for 10% of annual box office grosses
- The arrival of *Jaws* (1975) signaled a new model for how films are made, released, and marketed

What changes between *The Godfather* and *Jaws* to account for the proliferation of blockbuster films?

- Move opening days from mid-week to Friday, and standardize opening day nationwide (vs. a slow roll-out)
- Develop multiplex theaters in suburbs – possible for more films to play, and for films to play on more screens
- Establish summer as the ideal season for releasing a blockbuster film
- Introduce saturation TV advertising

From 1966 (*The Sound of Music*)
to 1975 (*Jaws*) –

7 films hit the \$50 million mark

In 1977-1978 –

10 films hit the \$50 million mark

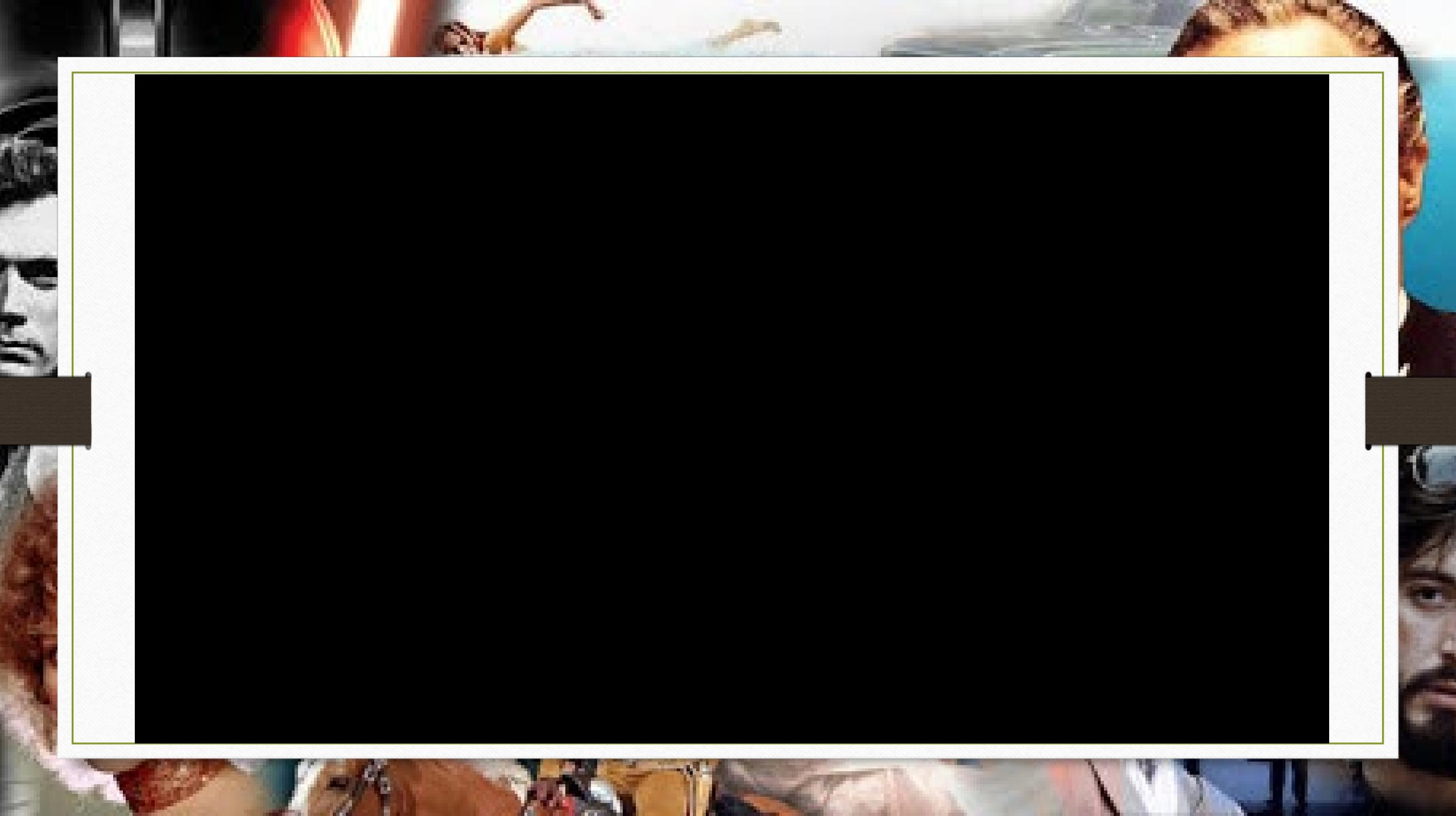






- Opening weekend gross - \$7 million
- In its first 10 days of release, *Jaws* grossed a record \$21 million (recouping its production costs)
- In just 78 days, overtook *The Godfather* as the highest-grossing film of all time.
- It remained the highest-grossing film until 1977, when *Star Wars* eclipsed it.
- Through the years (and multiple re-releases), it has grossed \$472 million.

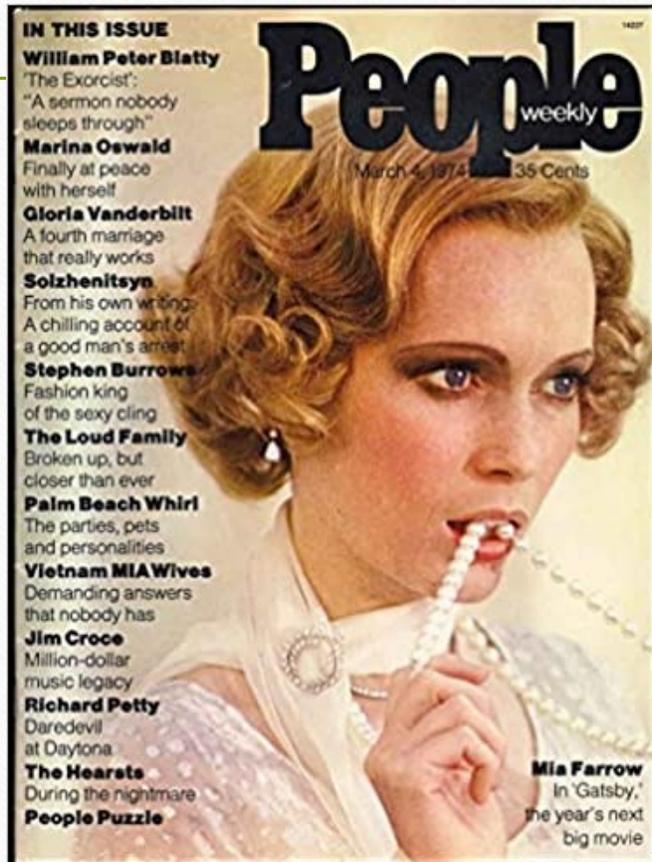




[https://www.youtube.com/watch?app=desktop
&v=B1-5jzTxzdE](https://www.youtube.com/watch?app=desktop&v=B1-5jzTxzdE)

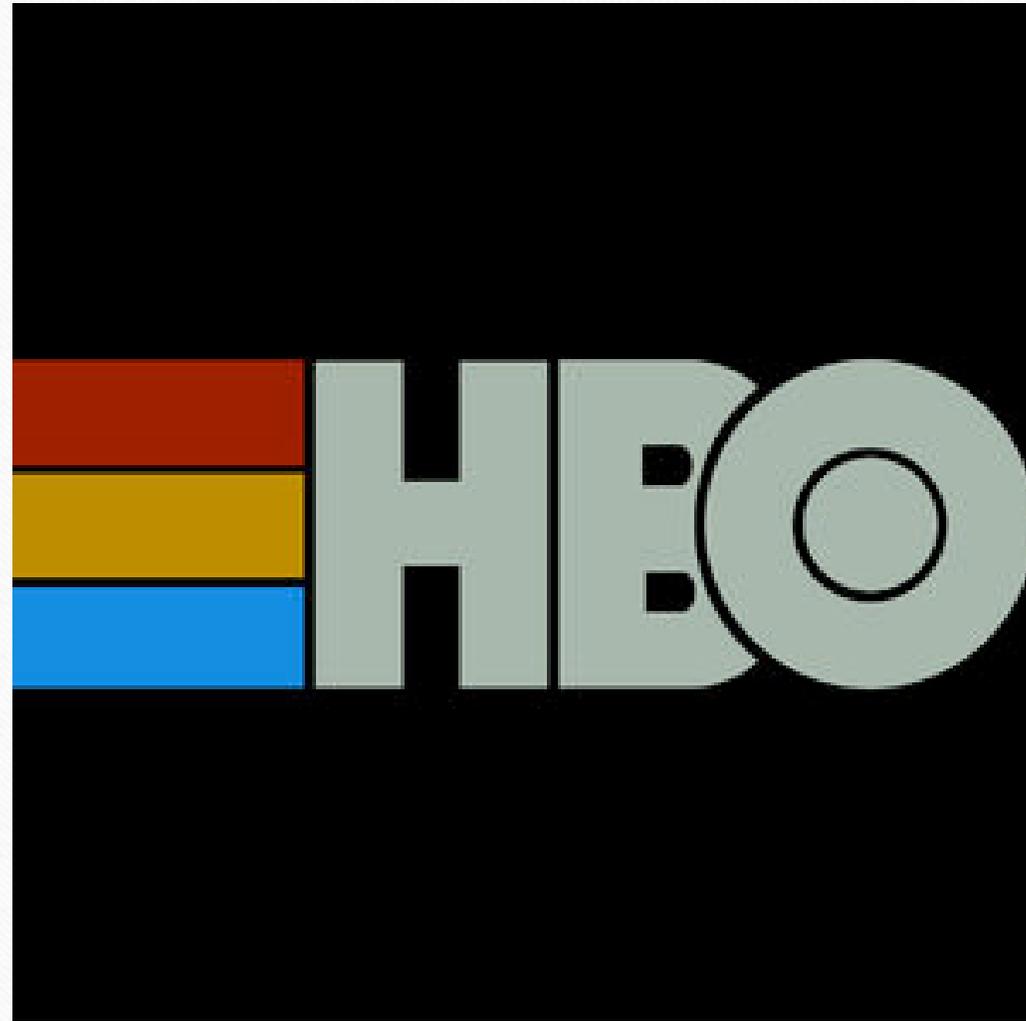


Other changes to the media landscape



HOME BOX OFFICE

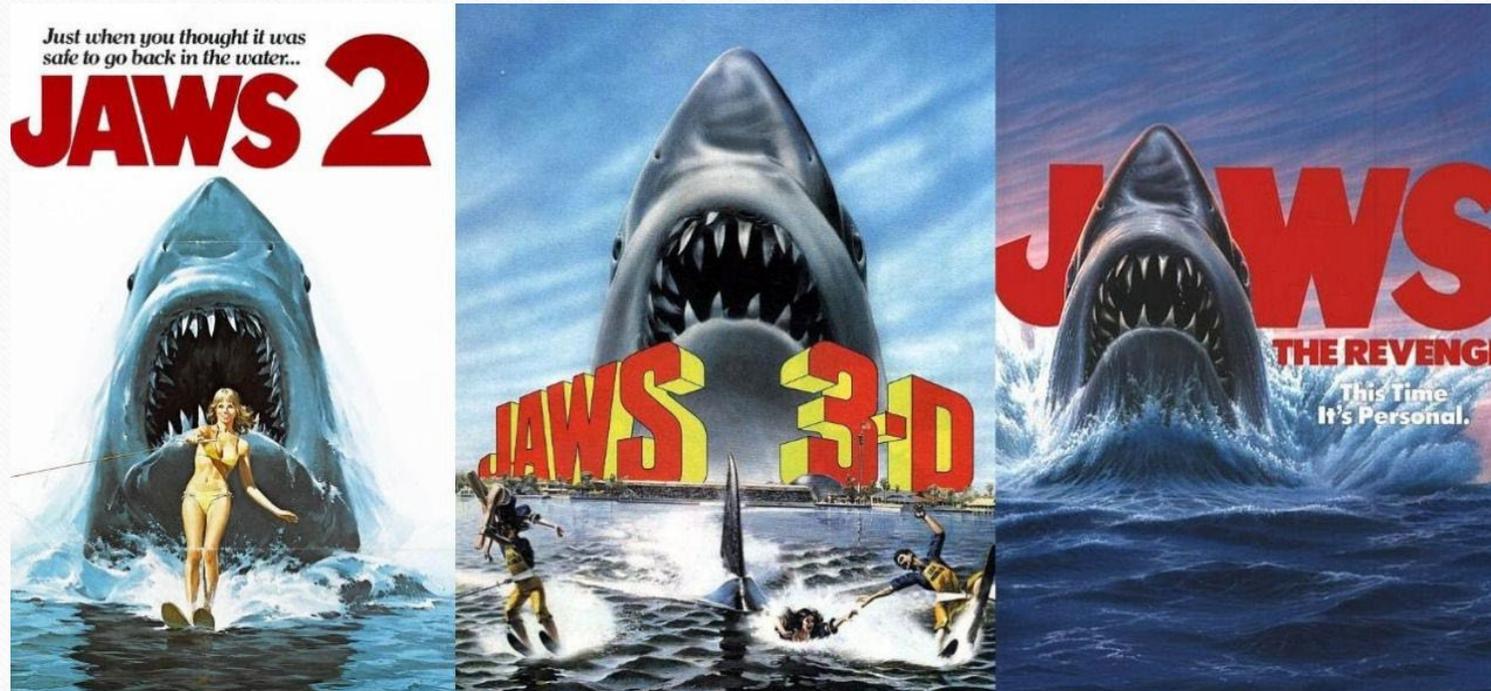
First nationwide satellite-delivered
pay cable service –
inaugurated in October 1975 with a live
transmission of the Ali vs. Frazier
boxing match (“The Thrilla in Manila”)



1976 – Steve Wozniak and
Steve Jobs form Apple
Computer Company



Sequels and Film Franchises



Five Films

