

CREATIVE ARTISTS AGENCY

- Established in 1975 by 5 former agents of the William Morris Agency – including founding head and "superagent" 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"



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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?

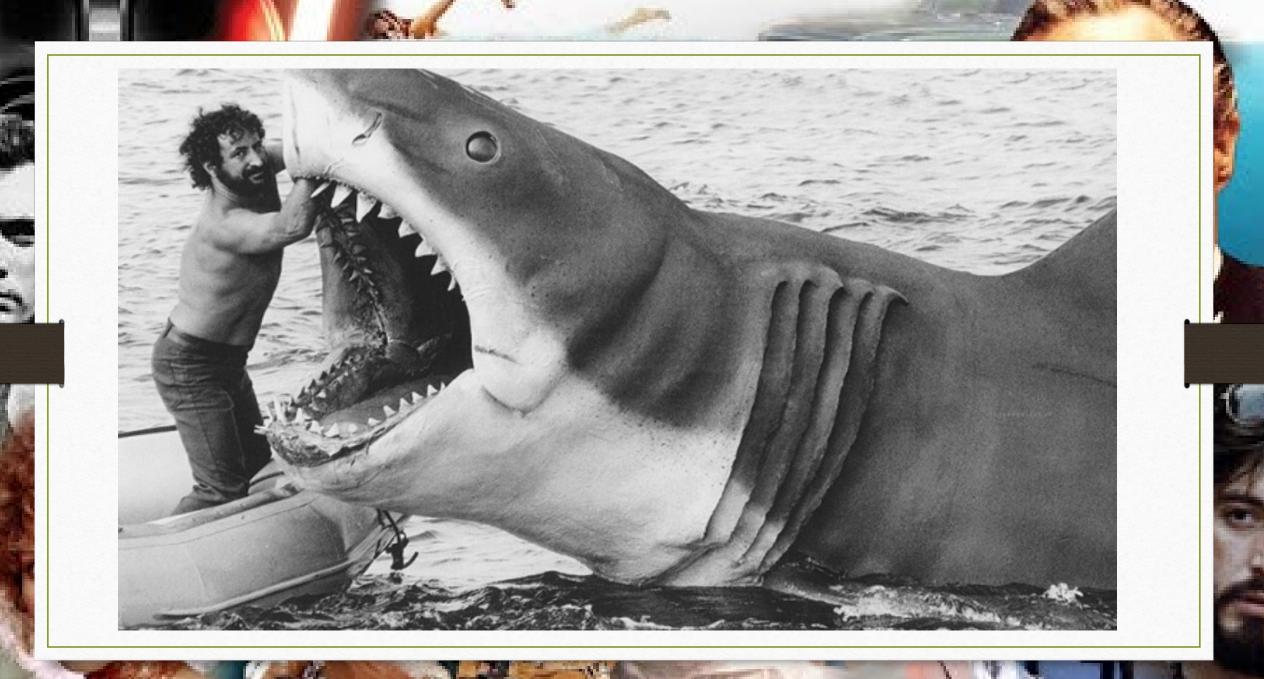
- Move opening days from mid-week to Friday, and standardize opening day nationwide (vs. a slow roll-out)
- Develop multiplex theaters in suburbs possible for more films to play, and for films to play on more screens
- Establish summer as the ideal season for releasing a blockbuster film
- Introduce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

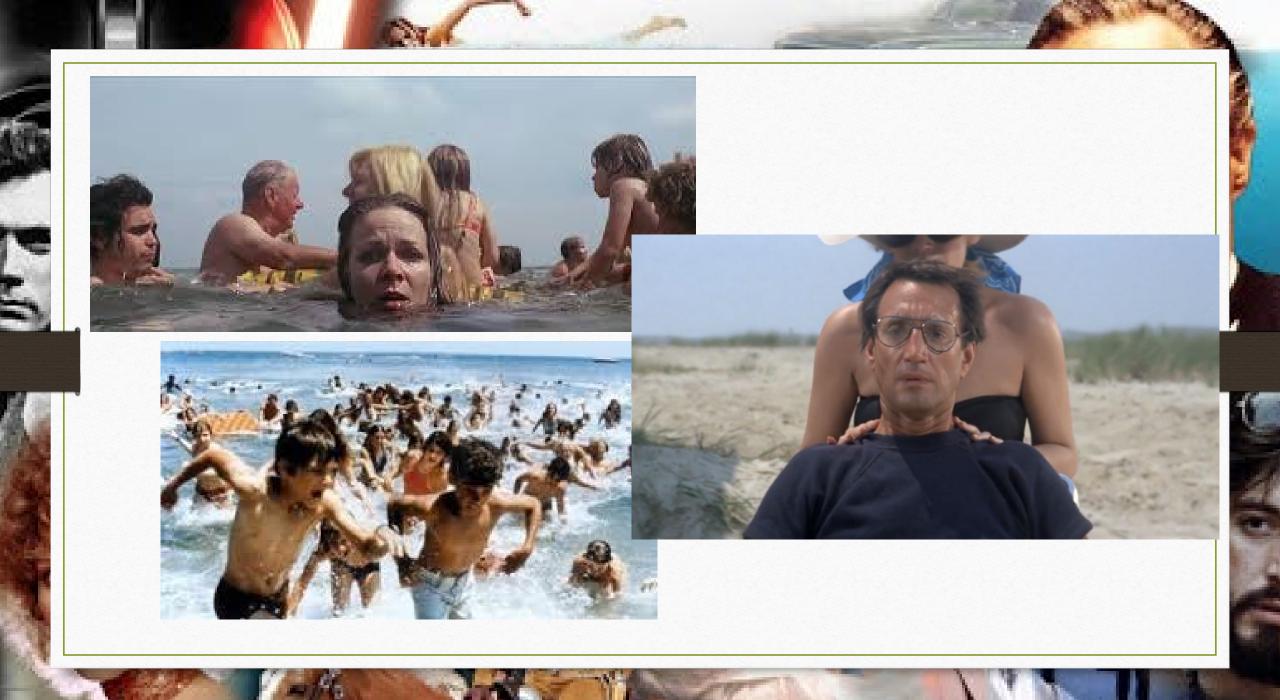
From 1966 (*The Sound of Music*) to 1975 (*Jaws*) –

7 films hit the \$50 million mark

In 1977-1978 –

10 films hit the \$50 million mark

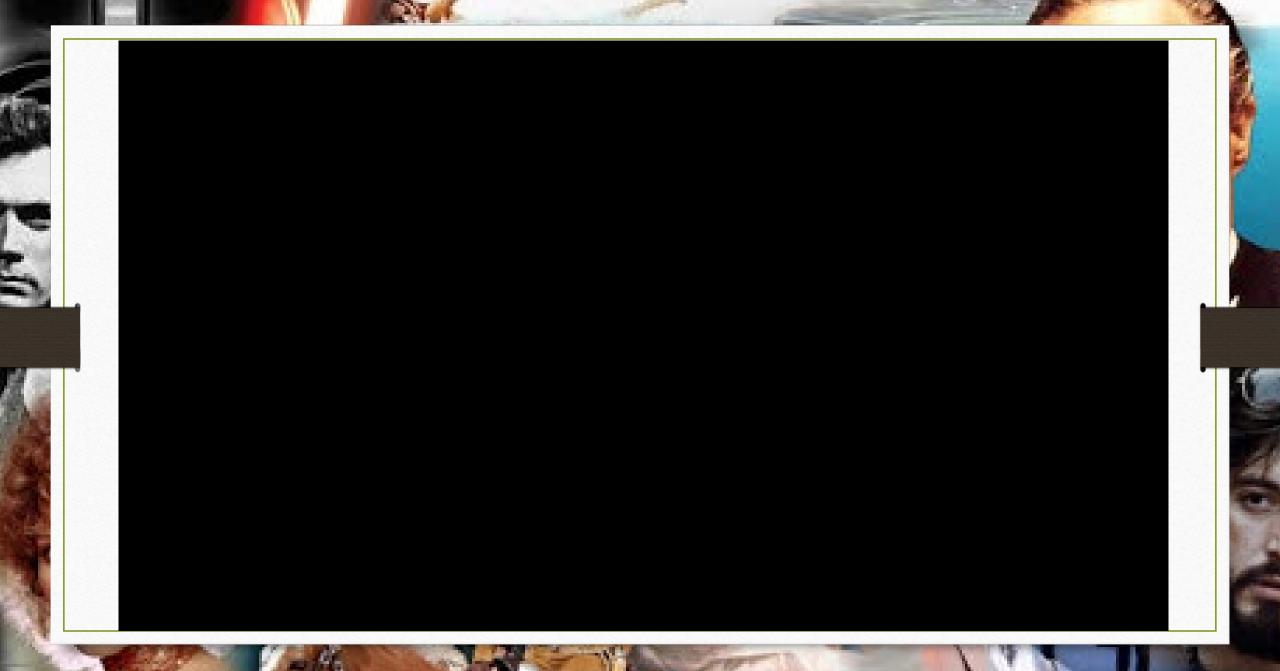




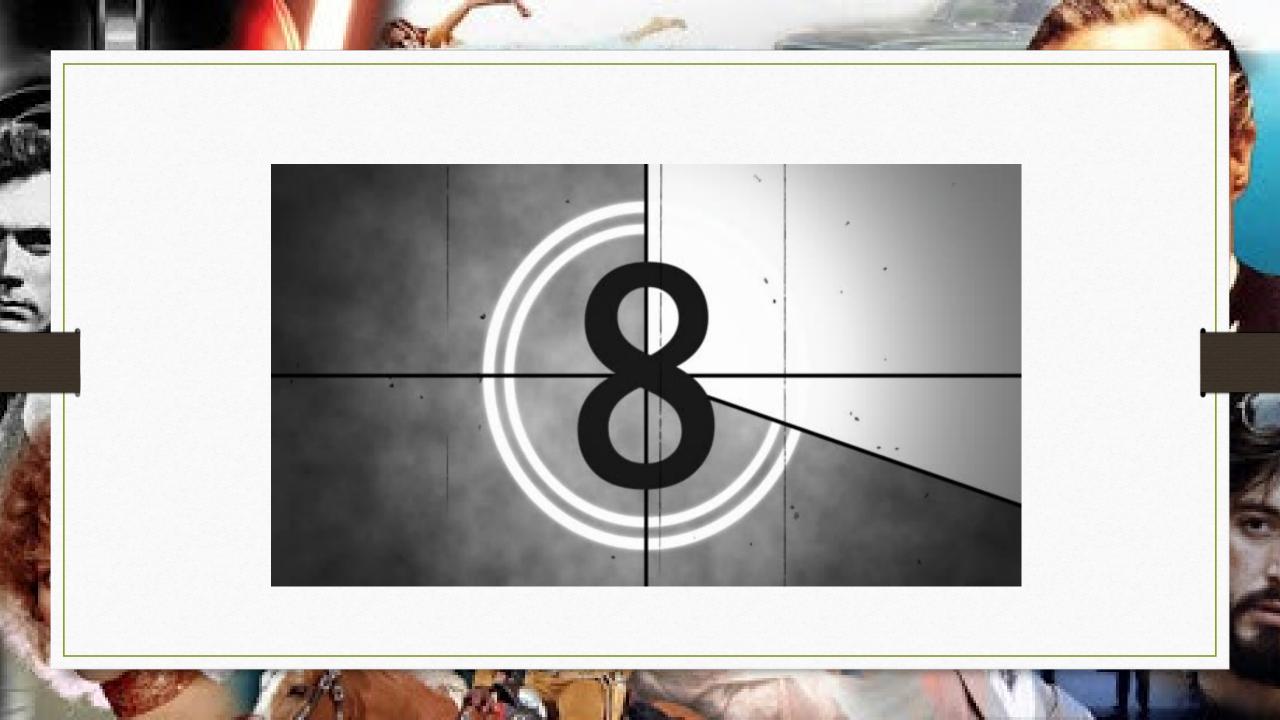


- Opening weekend gross \$7 million
- In its first 10 days of release, *Jaws* grossed a record \$21 million (recouping its production costs)
- In just 78 days, overtook *The Godfather* as the highest-grossing film of all time.
- It remained the highest-grossing film until 1977, when *Star Wars* eclipsed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





https://www.youtube.com/watch?app=desktop &v=Bl-5jzTxzdE



Other changes to the media landscape

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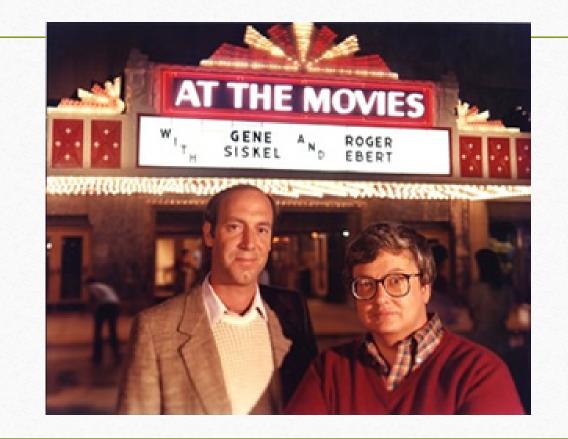
In 'Gatsby,'

he year's next

big movie

35 Cent

IN THIS ISSUE William Peter Blatty 'The Exorcist': "A sermon nobody sleeps through" Marina Oswald Finally at peace with herself **Gloria Vanderbilt** A fourth marriage that really works Solzhenitsyn From his own writing A chilling account of a good man's an Stephen Burrows Fashion king of the sexy cling The Loud Family Broken up, but closer than ever Palm Beach Whirl The parties, pets and personalities Vietnam MIA Wives Demanding answers that nobody has Jim Croce Million-dollar music legacy **Richard Petty** Daredevil at Daytona The Hearsts During the nightmare **People Puzzle**



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")





The Home Video Revolution



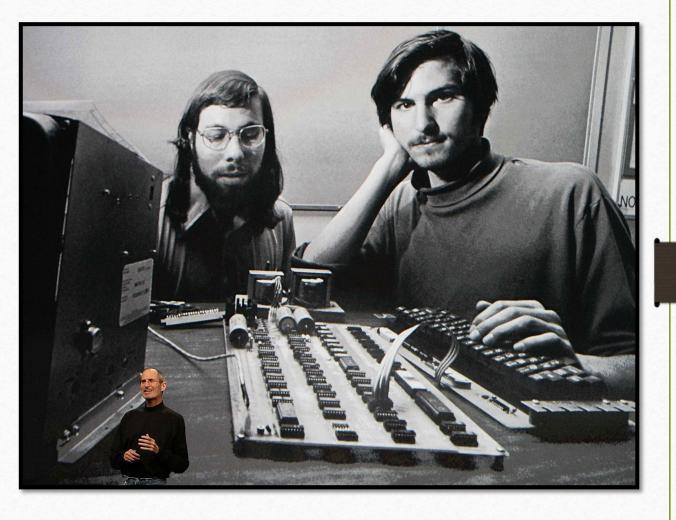
THANKS TO SONY'S BETAMAX, HE'S NOT MISSING THE LAST HALF-HOUR OF THE LATE SHOW.

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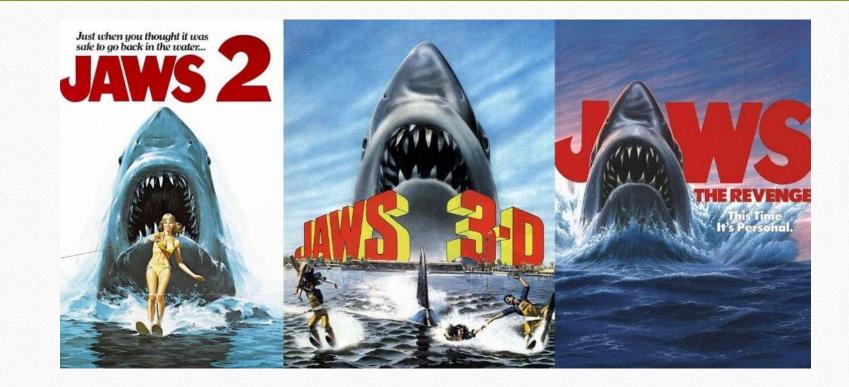
BETAMAX "IT'S A SONY"

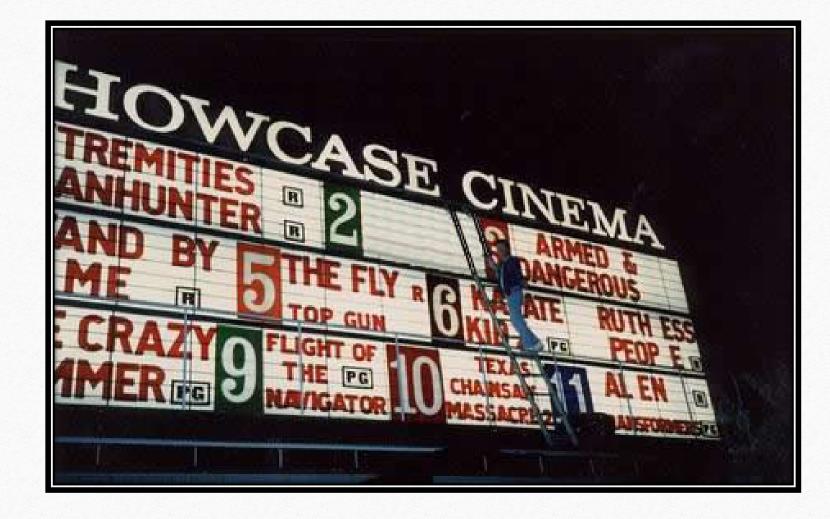
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1976 – Steve Wozniak and Steve Jobs form Apple Computer Company

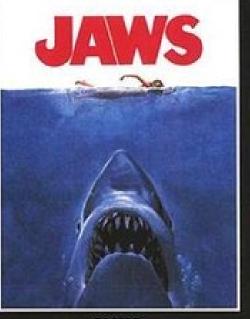


Sequels and Film Franchises





The most terrifying motion picture from the terrifying No 1 best seller.



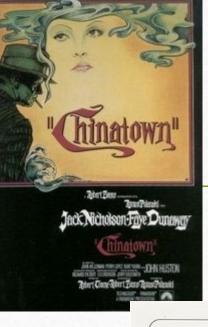
ROY SHAW RICHARD JAWS.

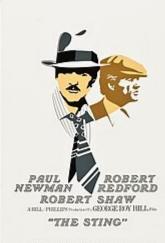
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Five Films



PARAMOUNT PICTURES PRESENTS A KOBERT STIGWOOD PRODUCTION JOHN TRAVOLTA KAREN GORNEY "SATURDAY NIGHT FEVER" Screen play by NORMAN WEXER. Discrede by Drinn BADHAM Executive Producer KEVIN McCORMICK. Produced by ROBERT STIGWOOD Contractory of





A EXCHARD D. ZAMUCK / D.01D BROWN PRESENTATION DAVID S. WARD . GEORGE ROY HILL TONY BILL, MICHAEL and JULIA PHILLIPS The local data

