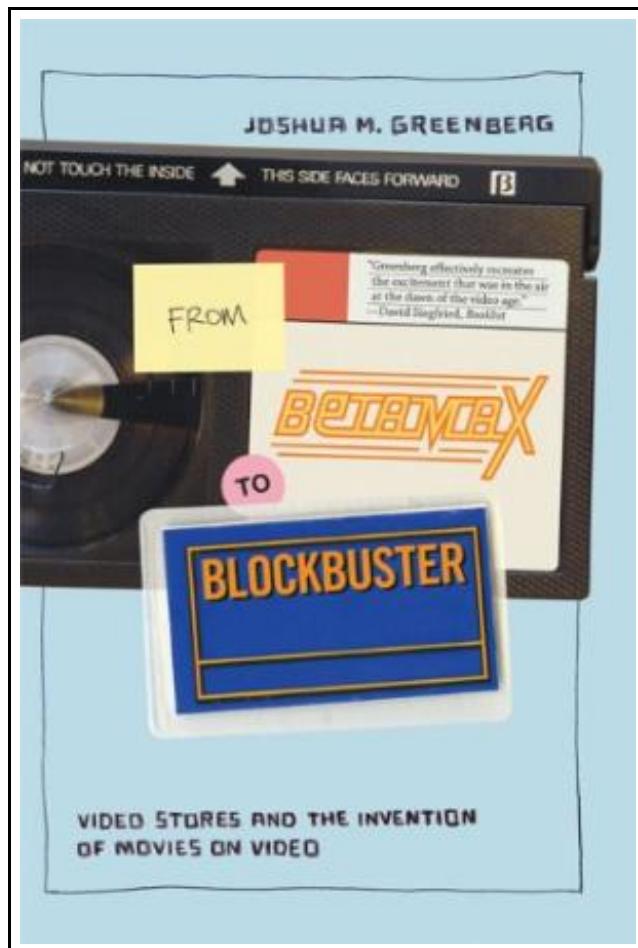


## From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video (Paperback)



Filesize: 7.19 MB

### Reviews

*Great electronic book and useful one. It can be written in straightforward terms rather than difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.*  
*(Kian Harber)*

## FROM BETAMAX TO BLOCKBUSTER: VIDEO STORES AND THE INVENTION OF MOVIES ON VIDEO (PAPERBACK)

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MIT Press Ltd, United States, 2010. Paperback. Book Condition: New. 218 x 146 mm. Language: English . Brand New Book. The first video cassette recorders were promoted in the 1970s as an extension of broadcast television technology--a time-shifting device, a way to tape TV shows. Early advertising for Sony's Betamax told potential purchasers You don't have to miss Kojak because you're watching Columbo. But within a few years, the VCR had been transformed from a machine that recorded television into an extension of the movie theater into the home. This was less a physical transformation than a change in perception, but one that relied on the very tangible construction of a network of social institutions to support this new marketplace for movies. In *From Betamax to Blockbuster*, Joshua Greenberg explains how the combination of neighborhood video stores and the VCR created a world in which movies became tangible consumer goods. Greenberg charts a trajectory from early videophile communities to the rise of the video store--complete with theater marquee lights, movie posters, popcorn, and clerks who offered expert advice on which movies to rent. The result was more than a new industry; by placing movies on cassette in the hands (and control) of consumers, video rental and sale led to a renegotiation of the boundary between medium and message, and ultimately a new relationship between audiences and movies. Eventually, Blockbuster's top-down franchise store model crowded local video stores out of the market, but the recent rise of Netflix, iTunes, and other technologies have reopened old questions about what a movie is and how (and where) it ought to be watched. By focusing on the spaces in between manufacturers and consumers, Greenberg's account offers a fresh perspective on consumer technology, illustrating how the initial transformation of movies...



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