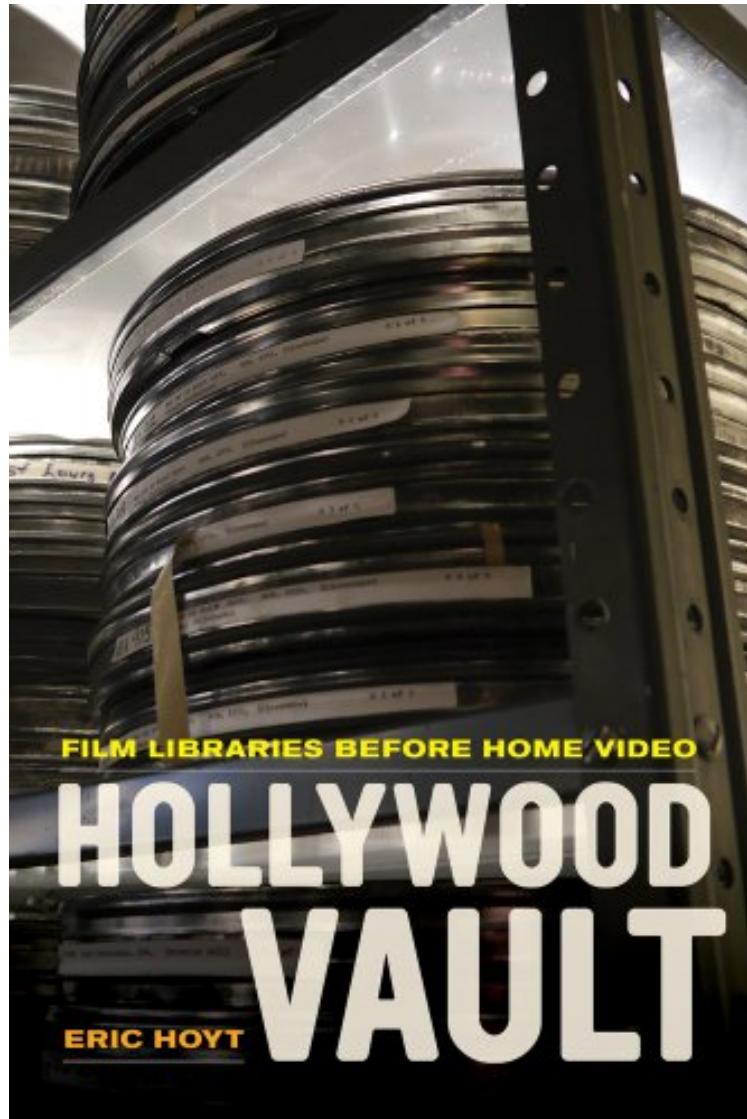


[FREE] Hollywood Vault: Film Libraries before Home Video

Hollywood Vault: Film Libraries before Home Video

Eric Hoyt

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Eric Hoyt : Hollywood Vault: Film Libraries before Home Video before purchasing it in order to gage whether or not it would be worth my time, and all praised Hollywood Vault: Film Libraries before Home Video:

3 of 3 people found the following review helpful. A Heady Dive into the VaultsBy B. HannanEric Hoyt has written a highly readable book on a fascinating subject. The book's subtitle - "Film Libraries Before Home Video" - explains his perspective. Starting with the silent era, each chapter deals in turn with a different decade, ending with the 1960s. Each chapter focuses on a seminal event, from which the author ventures out to encompass other relevant elements. Rather

than concentrating just on the commercial aspect of theatrical reissues, he widens his scope to include the cultural, legal, labor and longer-term implications. He lifts the lid on a great fraud of the silent era when the films of top movie stars were retitled and sold as new, examines how Warner Brothers in the 1930s plundered its silent vaults to remake them in sound and also how studios routinely destroyed thousands of old silents. The most interesting section evaluates the importance of television in putting an asset value on old movies as he brings to life two of the key characters in film library history - Matty Fox and Eliot Hyman - and the different strategies they utilised in selling old pictures to television. Hyman's story is particularly absorbing for he finessed his asset into "an engine with which he could expand his production operations and grow his company into a major Hollywood studio." Hoyt explains just how Hyman managed to successfully leverage his Seven Arts business into control of Warner Brothers. Although it is an academic book, Hoyt's skill as a writer shines through. I can safely say there is not a dull page.

Hollywood Vault is the story of how the business of film libraries emerged and evolved, spanning the silent era to the sale of feature libraries to television. Eric Hoyt argues that film libraries became valuable not because of the introduction of new technologies but because of the emergence and growth of new markets, and suggests that studying the history of film libraries leads to insights about their role in the contemporary digital marketplace. The history begins in the mid-1910s, when the star system and other developments enabled a market for old films that featured current stars. After the transition to films with sound, the reissue market declined but the studios used their libraries for the production of remakes and other derivatives. The turning point in the history of studio libraries occurred during the mid to late 1940s, when changes in American culture and an industry-wide recession convinced the studios to employ their libraries as profit centers through the use of theatrical reissues. In the 1950s, intermediary distributors used the growing market of television to harness libraries aggressively as foundations for cross-media expansion, a trend that continues today. By the late 1960s, the television marketplace and the exploitation of film libraries became so lucrative that they prompted conglomerates to acquire the studios. The first book to discuss film libraries as an important and often underestimated part of Hollywood history, Hollywood Vault presents a fascinating trajectory that incorporates cultural, legal, and industrial history.

From the Inside Flap "Many people are busy trying to figure out the value of film libraries online. Eric Hoyt approaches the question by looking at the earliest decades of the American film industry. In the process, he gives us a new framework for thinking about studio libraries and film historiography. Rather than provide a linear history of technological development, this deeply researched story charts the ups and downs of film libraries as they were subjected to legal, economic, and larger market forces. This is both a groundbreaking historical study and a map for future research." Peter Decherney, author of Hollywoods Copyright Wars: from Edison to the Internet "We now take for granted that the 'aftermarket' for movies is far more important commercially, and perhaps even culturally, than theatrical release that the long tail of TV and home video and digital streaming now wags the dog. In this groundbreaking book, Eric Hoyt provides us with an incisive, in-depth, and invaluable backstory to this crucial industry development, explaining how and why the studio vaults of seemingly worthless old movies steadily transformed into libraries of untold worth." Thomas Schatz, author of Boom and Bust: American Cinema in the 1940s