From Betamax to Blockbuster

Video Stores and the Invention of Movies on Video

Joshua M. Greenberg

The MIT Press Cambridge, Massachusetts London, England

© 2008 Massachusetts Institute of Technology

All rights reserved. No part of this book may be reproduced in any form by any electronic or mechanical means (including photocopying, recording, or information storage and retrieval) without permission in writing from the publisher.

For information about special quantity discounts, please e-mail special_sales@mitpress .mit.edu.

This book was set in Stone Sans and Stone Serif by SPi Publisher Services, Pondicherry, India.

Printed and bound in the United States of America.

Library of Congress Cataloging-in-Publication Data

Greenberg, Joshua.

From betamax to blockbuster: video stores and the invention of movies on video / by Josh Greenberg.

p. cm.

Includes bibliographical references and index.

ISBN 978-0-262-07290-8 (hardcover : alk. paper)

1. Videocassette recorders. 2. Video recordings industry—History. I. Title.

TK6655.V5G74 2007 384.55'8—dc22

2007018942

10 9 8 7 6 5 4 3 2 1

Academy of Motion Picture Arts and	B&S Sales, 55
Sciences, 138	Bach, Arthur, 55
Actors, 131	Baird, Logie, 42
"Adult Blue" (adult video series), 95	Bakelite, 115
Adult movies, 171n17	Barnako, Frank, 117
home theater and, 95-96	Barrett, Craig, 150
increase of, 95	Becker, Michael, 94
marketing of, 51–52	business methods of, 68-70, 77, 102
retailers and, 64, 72, 93, 106, 109, 111	film knowledge and, 107
trade shows and, 118	trade shows and, 117
Adult Video News newsletter, 109	Belton, John, 138
AFEX Library, 22	Ben Hur (film), 138
Ain't It Cool News (website), 163	Berger, Ron, 72, 125–126
Allen, Woody, 92, 104, 139-140, 143	Betamax, 1-4, 76, 88, 123, 152
American taverns, 97, 109	commercials and, 26-29
Ampex machines, 20, 42-44	early price of, 22
Analog Days (Pinch and Trocco), 60	hacking of, 29–36
Annie Hall (film), 104	hobbyist culture and, 18–21
Apollo 13 (film), 157	LV-1901, 29
Apple Computers, 4	marketing of, 46–52
Armed Forces Radio and Television, 22	RentaBeta and, 89–90
Armory, 184n24	retailers and, 65
Aspect ratio, 137–141, 153	time-shifting and, 20-21, 27, 50
Atari, 50, 79	traveling with, 21–22
Atkinson, George	Tuckman and, 50–52
building closure and, 120, 124–126	Video Club of America and, 54
retailers and, 65–66, 68, 80	The Videophile's Newsletter and, 23–26,
Audiophiles, 31, 33, 68–69	29, 35–40
Automobiles, 115, 174n64	weight of, 22–23
Avco Embassy, 49, 56	Bicycles, 115

Big Reel, The (journal), 18 Casablanca (film), 142 Bjorn's Disc Store, 140 CBS, 56 Black, Mary Ann, 124 Cell phones, 151 Blay, Andre, 52-56, 60-61, 75 Center for History and New Media Bleeker Street Cinema (Angelika), 75 (CHNM), 161-162 Blockbuster Video, 15, 127-129, 157, Chaplin, Charlie, 56 192n42 Children, 93-96 B movies, 111 Cinemascope, 138-140 Bob Bardash Video, 84 Cinerama, 138 Bolter, David, 132 Circuit City, 152 Bootleggers, 22, 51, 120 Circus Circus hotel, 125 Bowles, Shawn, 112 Clamshells, 184n24 Boycotts, 119-121 Clean edits, 26-29 Boy operators, 31 Clerks Broadcasting, 23, 168n34 dominance of, 111 hacking and, 31 expertise of, 103-114 legal issues and, 2-3, 35-36 as mediators, 103-114 magnetic tape recorders and, 42 perks of, 111 time-shifting and, 152 (see also Timesocial talents of, 109-114 third place environment and, 109-114 shifting) Video Collectors of Ohio and, 17-18 Clerks (film), 108, 164 Broadway Danny Rose (film), 92 Clothing, 58 Brown goods Club memberships, 1, 52-54, 99-102, retailers and, 63-80 187n18 trade shows and, 117-118 Cockburn and Ormrod, 45-46 videotape media and, 45-48, 58, 62 Colorization, 195nn39,43 Budget Maker system, 126 Hal Roach Studios and, 142-144 Burnside, Brad, 76 marketing of, 141-147 Business History Review, 4 opposition to, 143-144, 146 Butsch, Richard, 98-99 Turner and, 142-143, 146 video stores and, 147 Cable television, 1, 21-22, 152 Columbia Pictures, 18, 56 Caddyshack (film), 92 Columbo (TV series), 2-3 Camelot Music, 69 Comic books, 23 Canby, Vincent, 144, 146 Commercials Capra, Frank, 142 circumvention of, 26-29, 134-137 Captain Blood (film), 142, 144 Hollywood studios and, 136-137 Captain Video, 76 media studies and, 134-137 Caras, Bob, 101-102, 112 uninterrupted broadcasts and, 135-136 Cartesian soul, 11 zapping and, 136 Cartridge Television, Inc., 48 Communication, 8–13 Cartrivision videocassette recorder, Computers, 4, 33-35, 46, 151, 161 48-51, 177n20 Consolidation, 126-127

Constructionists, 9-11 Dealer's Choice plan, 120 Consultants, 122-126 Deconcini, Dennis, 118 Consumer Electronics Show (CES), Deep Throat (adult film), 51 175n82 Determinism, 10 DVDs and, 153 Digital video recorders (DVRs), 152 videophiles and, 37, 40 Directors, 131 video stores and, 117-118, 120-122, Dirty Dancing (film), 137 125-126 Disney, 35–36, 56, 119 Consumers Dorrance, Ken, 102, 105, 107, 124 camaraderie and, 111-114 Dorrance, Peggy, 102, 105 club memberships and, 99-102, DOS. 4 Downloads, 1 187n18 customer service and, 123-124 Dubbing, 30 difficulty in programming VCRs and, Duck Soup (film), 50 149-151 Dukes of Hazzard, The (TV series), 89 film collectors and, 18-21 DVD Copy Control Association (DVD home delivery and, 102 CCA), 157 home theaters and, 81, 92-96, 153 DVDs, 1, 141 marketing methods and, 42-48 Copyright Scrambling System (CSS) mediators and, 5-13, 59-62, 103-114, and. 157-158 153-159, 166n19 extra features of, 152-153 medium theory and, 8-13 mail services and, 156 newsletters and, 23-26, 29, 35-40, quick acceptance of, 152 101-102, 109 Dx-ers, 31, 35, 173n61 options for, 1–2 stable closure and, 115-129 Earth Station, 21–22 third places and, 97-99, 109-114 Eastman Kodak, 18, 137 TiVo and, 152 Economic issues training of, 102 audio stores and, 68-69 "Consumption junction", 63, 97, 179n2 Betamax and, 22 Conventions, 117–118 brown goods and, 45-48 Coopersmith, Jonathan, 4 Cartrivision and, 48-49 Copyright, 3, 21, 50-52, 195n43 children's videos and, 94-95 Copyright Scrambling System (CSS), colorization and, 142-143 157-158 commercials and, 26-29, 134-137 Cornell Human Subjects Review Board, first sale doctrine and, 84-85, 118-119 162 franchises and, 122-126 Cowan, Ruth Schwartz, 7, 63, 115–116 handling charges and, 100 Cusamano, M., 4 late fees and, 157 marketing methods and, 42-48 Dark, Michael, 103, 106, 111, 117, (see also Marketing) 123-124, 164 rental market and, 41-42, 48-56, Davis, Sammy, Jr., 170n7 61-80 (see also Video stores)

Economic issues (cont.) Franchises restocking fees and, 100 Blockbuster, 15, 127-129, 157, satellite dishes and, 21-22 192n42 sellthrough and, 84-88 building closure and, 122-129 trade associations and, 118-122 Hollywood Video, 129 videotape sales and, 44, 85-86 Frankfurt School, 10 Edison, Thomas, 142 Frebowitz, Jerry, 105-106, 112 Editing, 26-29, 134-137 French cafés, 97 Education programs, 43 French Connection, The (film), 53 8mm film, 18, 50, 61, 65 Frigidaire, 65 Electronics industry Fuji, 45 audio and, 68-69 retailers and, 63-80 Garvin, Steve, 124 videotape and, 56-62 Gemstar, 151 Ellul, Jacques, 101 George Mason University, 161 English pubs, 97 German beer gardens, 97 Enlightenment, 10 Gimbel, Noel, 125 Enrollment, 101 retailers and, 67-68 Environmental issues, 157 trade shows and, 118, 120 Erols, 127 videotape media and, 50, 52, 57, 61 **Exploring and Collecting History** Glasser, Ray, 23-24, 28-29, 32 Online (ECHO), 161-164 Godfather, The (film), 67 Express Video, 104 Godfather Part II, The (film), 67 Goffman, 10 Facets, 129 Goldstein, Al, 95 "Facts of Life in Video Retailing, The" Goobers, 84 (Levitt), 120 Grant, Cary, 144, 146 Fast Forward: Hollywood, the Japanese, and Grateful Dead, 22, 25 the Onslaught of the VCR (Lardner), 3 Greene, Adolph, 111 Feminist movement, 5 Griffiths, William, 3 Fernow, Karen, 71 Grocery stores, 70 Film collectors. See Videophiles Gruber, Tom, 128 Film Collector's World journal, 18 Grusin, Richard, 132 Film crews, 131 Film students, 105, 107-108 Hacker Ethic, 33-34 "First National Video Survey", 125 Hacking, 174n66 Fishbein, Paul, 106, 109 aesthetics and, 33-35 Flashdance (film), 86 communities for, 33-36 Flesh Gordon (film), 111 computers and, 33-35 enthusiasm for, 29-31 Food, 82-84, 93, 153, 182n6 42nd Street (film), 143-144 historical perspective on, 31, 33 Fotomat, 66-68, 84 legal issues and, 35-36 Fox Studios, 53, 56, 61, 66-67, 75, 85 product brochures and, 30

Hal Roach Studios, 142–144 Hamlet (Shakespeare), 5–6	"Home Video Explosion, The, —Will Exhibitors Let It Pass By?"
Hams, 31	(Morowitz), 71
Handling charges, 100	Horror films, 112
Hardware rental, 88–92	Hot kines systems, 42
Harris, Mel, 121	Hughes, Thomas, 127
Harvard University Graduate School of	Huizenga, H. Wayne, 127–129
Business, 120	3
Hastings, Reed, 157	ILM, 107
Haullywood, 71	Ing, 107
Hefner, Hugh, 18, 20, 170n7	Institute of Electrical and Electronics
Herman, Bernard, 55	Engineers, 43
High Definition Television (HDTV), 153	Intel, 150
Hitchcock, Alfred, 158	Intellectual property
Hobbyists	copyright and, 3, 21, 50–52, 157–158,
communities for, 33–36	195n43
legal issues and, 35–36	fair use and, 3
telegraphy and, 31	legal issues and, 2-3, 35-36
tinkering by, 29–36	piracy and, 22, 51, 120
Hollywood studios, 2–3, 108, 131	public domain and, 21, 50–52, 195n43
Academy of Motion Picture Arts and	right of first sale and, 84–85, 118–119
Sciences and, 138	royalty issues and, 118
aspect ratio and, 137–138	trade associations and, 118–122
boycotts of, 119-121	Universal v. Sony and, 2–3, 35–36,
colorization and, 142–143	56–57, 118
commercials and, 136-137	Intellivision, 79
first sale doctrine and, 84–85, 118–119	Interactionism, 10
home video divisions and, 56-59	International Tape Disc Association, 75
Motion Picture Association of America	Internet, 1
and, 119	medium theory and, 10
rental market and, 50-56, 61-80 (see	netiquette and, 163
also Video stores)	videostoreproject.com, 161-164
trade associations and, 118–122	Ishtar (film), 111
videotape sales and, 85–86	It's a Wonderful Life (film), 52, 146
Hollywood Video, 129	
Home Box Office (HBO), 21–22	Jackson, Michael, 28
Homebrew Computer Club, 33	Jaws (film), 133
Home delivery, 102, 104	Jiffy Pop, 82
Home Recording Rights Coalition, 3	JVC, 43
Home security systems, 151	
Home theaters, 81, 92, 153	Kael, Pauline, 108
children and, 93–96	Keane, Peter, 42–43, 48, 177n20
pornography and, 95–96	Kermit, 94

Khrushchev, Nikita, 42 Lowe, Mitch, 76 KidVid, 94-96 Lucas, George, 85 Kinescope, 138 Knowledge brokers, 77-80 MASH (film), 53 Kojak (TV series), 2-3 McDermott, Thomas, 50 Koppel, Ted, 146 McDonald's, 128 Kreps, Duke, 94 McLeod, Norman Z., 144 Kroc, Ray, 128 McLuhan, Marshall, 10, 131-132 Kroger's, 70 Magnetic Video K-60 tape, 28 Blay and, 52-56, 60-61 retailer methods and, 57-58, 65, 67-69 La Mar II Video Movies, 81-82 Magnetic video recorders, 42-44 Lardner, James, 3 Magnolia Hi-Fi and Video, 68 Laserdiscs, 17, 31, 140 Mail-order houses, 1, 52-54, 156-157 Lasswell, Harold, 9 Maltese Falcon, The (film), 142, Late fees, 157 144, 146 Latour, Bruno, 7 Manhattan (film), 139-140 Laurel and Hardy, 142 Marketing Lawrence of Arabia (film), 138 Atkinson and, 65-66, 80 Lazarsfeld, Paul, 9 attire and, 58 Legal issues Becker and, 68-70, 77 licensing, 61, 119-120 Betamax and, 50-52 National Association of Recording Blay and, 52-56, 60 Manufacturers (NARM) and, 120-122 brown goods and, 45-48, 58, 62 public domain and, 50-52 Burnside and, 76 right of first sale and, 84-85, 118-119 club memberships and, 99-102 trade associations and, 118-122 colorization and, 141-147 Universal v. Sony, 2-3, 35-36, 56-57, 118 competition and, 117 Letterboxing, 140–141, 195n33 consumer freedom and, 53-54 Levitt, Theodore, 120 conventions and, 117-118 Levy, Steven, 33-34 fake bills and, 101–102 Library of Congress Copyright Office, franchises and, 122-129 195n43 Hollywood studios and, 50-56, 61-62 Licensing, 61, 119–120 home delivery and, 102, 104 Los Angeles Herald-Examiner, 144 knowledgeable sales staff and, 49, 65 Los Angeles Times, 65, 146 Lowe and, 76 Love Story (film), 18 mediators and, 59-62 Lowe, Jim Messer and, 69 clean edits and, 27-28 Mogel and, 78-80 hacking and, 29-30 Morowitz and, 64-65, 71-72, 80 legal issues and, 35-36 music industry and, 56-59 The Videophile's Newsletter and, 23-26, newsletters and, 23-26, 29, 35-40, 35-40 101-102, 109

OEM schemes and, 53 Metro-Goldwyn-Mayer (MGM), 56, pornography and, 51-52 119, 142 retailers and, 63-80 Metzger, Radley, 52 Rosenberg and, 78-79 Meyer, Russ, 52 Michael, Mike, 151 Salomon and, 75 Savage and, 75-76 Microsoft, 4 trade associations and, 118-122 Microwave ovens, 45, 64 trade shows and, 117-118 Midtown Video, 100 Tuckman and, 50-52, 60 Military, 22, 31, 35, 43 VAKO and, 60-61 Miracle on 34th Street, 146 Weiss and, 75 Miss Piggy, 94 Marmaduke, John, 120 Mix, Tom, 111 Marx Brothers, 50, 82 Modern Video Film, 139-140 Mary Hartman, Mary Hartman (TV Mogel, Wayne, 78-80 series), 21 Mom and pop stores, 102-104, 129 Maslin, Janet, 134-135 Money magazine, 36 Massachusetts Institute of Technology Moog, Bob, 60 (MIT), 34 Moral Majority, 5 Mathias, Charles, Jr., 118 Moret, Daniel, 76-77 Matsushita, 4, 43-44 Morita, Akio, 50 Mattel, 79 Morowitz, Arthur, 64-65, 68, 71-72, Mayer, Roger, 146 80, 111 Mazzini, Joe, 29-30 Mothers In Law, The (TV series), 28 MCA Discovision, 17 Motion Picture Association of America, MCA/Universal, 56–57 22.119 Media Center, 70 Movie Collector's World journal, 23 Media studies Movies, 16 artifact properties and, 132, 136 actors and, 131 Bolter and, 132 adult, 51-52, 64, 72, 93, 95-96, 106, colorization and, 141-147 109, 111, 118, 171n17 Grusin and, 132 aspect ratio and, 137-141, 153 McLuhan and, 10, 131-132 blockbuster, 85-86, 96 networks and, 133 B rated, 111 television and, 134-137 children's, 93-96 Mediators, 5-7, 166n19 colorization and, 141-147 clerks and, 103-114 consumer technology and, 5-8 importance of, 158–159 digest versions of, 18 medium theory and, 8-13 directors and, 131 technology studies and, 59-62, DVDs and, 152-153 153 - 158editing and, 134-137 Medium theory, 8–13 film collectors and, 18-21 Memorex, 45 film crews and, 131 Messer, Jack, 69 film-to-video transfers and, 139-141

Marries (cont.)	National Film Convention 27
Movies (cont.)	National Television System Committee
home, 21	National Television System Committee
letterboxing and, 140–141, 195n33	(NTSC), 138
licensing of, 61, 119–120	National Video, 71–72, 125–127
by mail, 1, 52–54, 156	Neiman-Marcus, 43–44
media studies and, 131–147	Nestlé Foods, 84, 137
mediation and, 153–158	Nestor, Pat, 111
medium theory and, 8–13	Netflix, 156–157
Motion Picture Association of America	Netiquette, 163
and, 119	Network Video, 124
online, 1	"New Nickelodeons, The" (Moret), 76–77
pan-and-scan video transfers and,	Newsletters, 109
139–141	retailers and, 101–102
Platonic form and, 133	videophiles and, 23-26, 29, 35-40
popcorn and, 82–84	New Video, 76, 100, 106, 112,
posters of, 1	117, 128
prerecorded tapes and, 48-49	New York Times, 55, 134, 146
purchase prices of, 85–86	New York University (NYU) Film
rental, 41–42, 48–56, 63–80, 84–88	School, 105, 107
(see also Video stores)	Nickelodeons, 76-77, 98-99
status of, 135	Night at the Opera, A (film), 142
on television, 134–137	Nightline (TV news show), 146
3D, 138	Night of the Living Dead (film), 52
Movies at Oyster Bay, 71	Nintendo, 112
Movies-on-demand, 1	Nissenbaum, Helen, 35
Movies-To-Go, 127	Nixon, Richard M., 42
Movies Unlimited, 105–106, 109–110, 112	Nostalgia Merchant, The, 51
Moyer Theater, 72	
MTV, 28	Officer and a Gentleman, An (film), 86
Muntz, Earl, 39	Oldenburg, Ray, 97–98
Muppets, 94	Online rentals, 1
Music industry	Original equipment manufacturer
audiophiles and, 31, 33, 68–69	(OEM) schemes, 53
music videos, 57–59	Orion, 56
National Association of Recording	
Manufacturers (NARM) and, 120–122	Pan-and-scan video transfers, 139–141
records and, 56–59, 69	Paramount Studios, 50, 56, 121
stereos and, 31, 33, 47–48	Fotomat and, 66–68
Mylonadis, Y., 4	videotape sales and, 85–86
	Parris, Stan, 118
Nathanson, Rich, 111–112, 128–129	Pasteur, Louis, 61
National Association of Recording	Patton (film), 53
Manufacturers (NARM), 120–122, 126	PDP-6 computer, 34
Manufacturers (MARM), 120-122, 120	1D1-0 computer, 34

Peep booths, 51 Ranks and Tell, 140 Pennisi, Ray, 106 Ratto, Gary, 109-110 Pepsi, 136-137 Ratto, Matt, 109-110 Phantom Empire, 111 RCA, 3-4, 30, 42, 140 Phonovision, 42 as knowledge broker, 78 Photography, 66, 70, 75, 78 public domain issues and, 50-52 Pinch, Trevor, 60-61 SelectaVision and, 44, 54 Pine Hollow Video, 71 Video Club of America and, 54 Pioneer, 140 Reasoner, Harry, 28 Piracy, 22, 51, 120 Records, 56-59, 69 Piracy Office, 22 Redenbacher, Orville, 82-83 Pixar, 107 Redoutey, Rick, 30 Pizza, 84 Red tapes, 48 Platonic form, 133 Reel-to-reel machines, 20, 42 Playboy magazine, 20, 36, 52, 95 Remediation (Bolter and Grusin), 132 Politicians, 43 RentaBeta, 89-90 Pong video game, 50 Reservoir Dogs (film), 108 Popcorn, 82-84, 153, 182n6 Restocking fees, 100 Pornography, 5, 21, 177n33 Retailers, 63-65, 176n19. See also adult movies and, 51-52, 64, 72, 93, Video stores 95-96, 106, 109, 111, 118, 171n17 consolidation and, 126-127 home theater and, 95-96 "consumption junction" and, 63, 97 hotels and. 2 conventions and, 117-118 marketing of, 51-52 distributor issues and, 77-80 PortaVideo, 91 franchises and, 122-129 Postman, Neil, 10 gold rush of, 72-78 Postman Always Rings Twice, The (film), as knowledge brokers, 65, 77-80 142 mom and pop, 102-104, 129 Post office, 98 sellthrough and, 84-88 Potomac Video, 117 shoplifting and, 86 Pough, John, 119, 121 theaters and, 71–72 Product brochures, 30 trade associations and, 118-122 Professional edits, 26-29 trade shows and, 102-103, 117-118 Public domain, 21, 50-52, 195n43 Return of the Jedi (film), 85 Publix, 70 Right of first sale, 84-85, 118-119 Pulp Fiction (film), 108 Ritter, Chris, 105, 107, 112, 114 RKO, 142 Quinn, Martha, 28 Robe, The (film), 138 Rocky Horror Picture Show, The (film), Rabe, Al, 119-120 18 Radio, 10, 22-23, 35, 168n34, 174n66 Rogers, Ginger, 143-144 Raging Bull (film), 107 Rosenberg, Don, 57-58, 78-79 Raisinettes, 84 Rosenbloom, R., 4

Rosencranz and Guildenstern meaning of technology and, 115-116 (Stoppard), 5-6 media studies and, 131-147 Royalty issues, 118 mediation and, 5-13, 59-62, 103-114, 153-159, 166n19 Safeway, 70 modern propaganda and, 101 Salomon, Mike, 75, 123, 164 relevant groups and, 115-116 Sarris, Andrew, 146 stable closure and, 115-129 Satellite television, 21-22, 152 technology and, 5-8 (see also Technol-Saturday matinees, 94 ogy) Savage, Steve, 75-76, 100, 106-107, third places and, 97-99, 109-114 112.117 videostoreproject.com and, 161-164 Schlosser, Eric, 51 Software, 55-56 Schwartz Brothers, 57 Sony Electronics, 4, 149, 173n58, 177n20 Scorsese, Martin, 107, 146 Scrambling, 21 Betamax, 18, 48-49, 54 (see also Screen ratio, 137-141, 153 Betamax) Screw magazine, 95 as knowledge broker, 78 Sears, Roebuck and Company, 49-51 marketing methods of, 42-48 Seka. 118 public domain issues and, 50-52 Selectavision, 44, 54 retailers and, 65 Sellthrough, 84-88 time-shifting and, 21 Seven Year Itch, The (film), 53 U-Matic, 17, 20, 29, 43-44, 65, 175n3 Sex O'clock News, The (film), 111 Universal v. Sony and, 2-3, 35-36, Shakespeare, William, 5-6 56-57, 118 Shannon, C. E., 9 videotape medium and, 23, 29-30, 32 Sheinberg, Sidney, 3 Sound recording, 10 Shoplifting, 86 Sound Room, The, 68 Signature V machine, 43-44 Sound/Video Unlimited, 50, 52, 67 Singing in the Rain (film), 111 Southern California Video Retailers Siskel, Gene, 93, 146 Association (SCVRA), 119, 121 16mm film, 23, 43, 50, 61, 76 Star Trek II: The Wrath of Khan (film), Sleeping Beauty (film), 5 85-86, 121 Slifkin, Irv, 105, 109 Star Video, 78 Smellovision, 138 Star Wars (film), 85, 105-106 Smith, Kevin, 108, 164 Stein, Jack, 103 Stencel, Mark, 105, 110 Sociology American taverns and, 97, 109 Stereos, 31, 33, 47-48 clerk expertise and, 103-114 Stop and Shop Video Center, 110-111 constructionists and, 9-11 Stoppard, Tom, 5-6 customer camaraderie and, 111-114 Strate, Lance, 111 difficulty in programming VCRs and, Studio 54, 112 149-151 Sturman, Reuben, 61 enrollment and, 101 Super 8mm film, 65

Superscope, 89–90 VHS vs. Betamax standards and, 3-4 Super Video, 70 Telecine, 139-140 Synthesizers, 60 Telegraph, 10, 31 Telephone, 10 Tarantino, Quentin, 108 Television TDK. 45 aspect ratio and, 137-141, 153 Technicolor, 42–43 cable, 1, 21-22, 152 Technology Cartrivision and, 49 aspect ratio and, 137-141, 153 color, 143 colorization and, 141-147 commercials and, 134-137 computers, 4, 33-35, 46, 151, 161 editing and, 134-137 confusion over, 115-116 high definition, 153 consumers and, 5–8 (see also Consumers) letterboxing and, 140-141, 195n33 Copyright Scrambling System (CSS) marketing of, 64 and, 157-158 mediation and, 10-12, 133, 153-158 difficulty in programming VCRs and, military, 22 149-151 peripherals for, 46-47 digital video recorders (DVRs), 152 popcorn and, 82 DVDs, 141, 156 role of, 184n33 8mm film, 18, 50, 61, 65 satellite, 21-22, 152 franchises and, 126-128 time-shifting and, 20-21, 149 hacking of, 29-36 TV Guide magazine and, 20-21, 24, home security systems, 151 26, 35, 53-54, 134 information, 169n40 The Videophile's Newsletter and, 23-26, letterboxing and, 140-141, 195n33 29.35-40 magnetic tape recorders, 42 Tenzer, Burt, 81 meaning and, 115-116 That's Entertainment, 75 media studies and, 131-147 Theaters, 182n1 mediation and, 5-13, 59-62, 103-114, aspect ratio and, 137-141, 153 153-159, 166n19 audience noise in, 93 reel-to-reel machines, 20, 42 cultural influence of, 98-99 satellite dishes, 21-22, 152 democracy's, 99 16mm film, 23, 43, 50, 61, 76 home, 81, 92-96, 153 stereos, 31, 33, 47-48 inside video stores, 81-82 Telecine, 139-140 media studies and, 131–147 telegraph, 10, 31 mediation and, 153-158 telephone, 10 popcorn and, 82-84, 153, 182n6 35mm film, 76 Saturday matinee and, 94 time-shifting and, 20-21, 27, 41-50, as third places, 98–99 93, 149, 152 videotape sales and, 85 TiVo, 152 Theatervision, 153 VCRs and, 2-5 (see also Videocassette Third places, 97 recorders (VCRs)) clerks and, 109-114

Third places (cont.)	Universal v. Sony, 2-3, 35-36, 56-57, 118
customer camaraderie and, 111–114	UPS, 49
theaters and, 98–99	Usenet, 163
35mm film, 76	U.S. Navy, 31, 35
3D movies, 138	U.S. Supreme Court, 3, 118
3M Corporation, 45	
Thriller (Jackson), 28	VAKO, 60, 60–61
Time-shifting, 149, 152	Valenti, Jack, 119
Betamax and, 20-21, 27, 50	Van Koevering, David, 60–61
Cartrivision and, 48–49	VCRPlus, 151
clean edits and, 27	Veni Vidi Video (Wasser), 170n46
home theaters and, 93	VHS (Video Home System) standard, 2,
marketing of, 20-21, 41-42, 44, 46	17, 44, 123
TiVo, 152	Betamax and, 3–4
TLA Video, 129	marketing of, 46–48
Tolino, Henry, 70, 164	VCR rentals and, 90
Top Gun (film), 136-137	Viacom, 56
Topper (film), 144, 146	Victor Company of Japan (JVC), 3-4, 43
Toronto School movement, 10	Video Archives, 108
Trade associations, 118–122	Video Biz, 101–102
Trade shows, 102–103, 117–118	Video Business magazine, 85
Training programs, 43	Video cameras, 2
Trocco, Frank, 60–61	Videocassette recorders (VCRs), 14-16, 147
Tsurumi, Mike, 43	audience noise and, 93
Tuckman, Jeff, 50–51, 60	Betamax and, 1–3 (see also Betamax)
Turkle, Sherry, 33–34	as brown goods, 45–48
Turner, Ted, 142–143, 146, 150	canonical history of, 2-5
Turner Entertainment Company, 146	Cartrivision and, 48-51, 177n20
TV Guide magazine, 134	children and, 93–96
geographic issues and, 26	commercials and, 26-29, 136
hackers and, 35	confusion over, 116
Video Club of America and, 53-54	consumer technology and, 5–8
videophiles and, 20–21, 24, 26	decline of, 151–153
Twentieth Century Fox. See Fox Studios	difficulty in programming, 149–151
	hacking of, 29–36
U-Haul, 71	home theaters and, 81, 92-96
U-Matic, 17, 20, 29, 43-44, 65, 175n3	letterboxing and, 141
"U-Matic and Beta Notes" (Mazzzini), 29	marketing of, 42–48, 54, 72
Understanding Media (McLuhan), 131-132	mediation and, 5-13, 59-62, 103-114,
Unger, Dick, 32	153–159, 166n19
United Artists, 56, 194n30	piracy and, 22 (see also Intellectual
Universal Studios, 165n4	property)
digest movies and, 18	pornography and, 50-52

prices of, 91-92, 151 Videoplay magazine, 37 product brochures of, 30 Video popcorn, 82–83 public domain and, 50-52 Video Quest, 111 rental of, 88-92 Video Retailers of America (VRA), 121 royalty issues and, 118 Video Room, The, 69-70, 94, 102, 107, technical advice and, 103 117, 129 time-shifting and, 20-21, 27, 41-50, Video Shack, 64-66, 72, 80, 111 93, 149, 152 Video Software Dealers Association VHS and, 2-4, 17, 44, 46-48, 90, 123 (VSDA), 121–122, 125, 128, 152 The Videophile's Newsletter and, 23-26, Video Software Retailers Association 29, 35-40 (VSRA), 120-121 weight of, 22-23 Video Station, The, 65, 80, 124-125, Video Checks, 100 127 Video Store Magazine, 163 Video Club of America, 53–55, 139 Video Collectors of Ohio, 17–19, 25 Videostoreproject.com, 161–164 Video Droid, 105, 107, 114, 129 Video stores, 5, 14–15. See also Specific Video Dynamics, 123 Videofax magazine, 37, 39 adult videos and, 93, 95-96, 106, 109, Video games, 46, 50, 112, 176n17, 111, 118, 171n17 192n42 alternate movie suggestions and, Videography magazine, 54, 72 103-104 Video Library, 106 atmosphere of, 82, 84 Video magazine, 37, 54 boycotts and, 119-121 Videophile, The magazine, 37-40 building closure around, 115-129 Videophiles, 64 children's videos and, 93-96 commercials and, 26-29 clerk expertise and, 103-114 decline of, 36-40 club memberships and, 99-102, definition of, 37, 39 187n18 Film Collector's World journal and, 18 colorization and, 147 hacking and, 29-36 consolidation of, 126-127 legal issues and, 35-36 consultants and, 122-126 limited broadcast stations and, 21–22 consumer experience in, 97 professional edits and, 26-29 convenience and, 70, 72 profile of typical, 18 conventions and, 117-118 satellite dishes and, 21-22 customer camaraderie and, 111-114 social network building and, 23-26 customer service and, 102-114, TV Guide and, 20-21, 24, 26 123 - 124Video Collectors of Ohio and, 17-19, 25 DVDs and, 153, 156-157 Videophile's Newsletter, The early strategies of, 63-72 decline of, 36-40 as educational source, 105-109, 116 growth of, 24 film students and, 105, 107-108 hacking and, 29, 35-36 first sale doctrine and, 84-85, 118-119 social networks and, 23-26 fitting into existing stores and, 68–72

Video stores (cont.) running time of, 44 franchises and, 122-129 shoplifting and, 86 grocery stores and, 70 Telecine and, 139-140 hardware rental and, 88-92 wearing of, 41 home delivery and, 102, 104 Video Unlimited, 121 late fees and, 157 Village Voice, The, 146 lifetime rentals and, 85 Vuolo, Art, 17, 19, 32 mediation and, 153-159 mom and pop, 102-104, 129 Wall Street Journal, The, 36, 125 as new nickelodeons, 76-77 Wal-Mart, 157 newsletters and, 101-102 Walters, Barbara, 28 popcorn and, 82-84 Warner Brothers, 119-121, 125, 142 rental by mail and, 1, 52-54, 156-157 Wasser, Frederick, 7, 86, 131, 137, restocking fees and, 100 170n46 retailers and, 63-80 Wattles, Mark, 129 sellthrough and, 84-88 Wayne, John, 142 technical advice and, 103 Weaver, W. C., 9 theaters inside, 81-82 Weiss, Michael, 75 as third places, 97-98, 109-114 White goods, 45–46, 176n15 three month trials and, 85 Widescreen, 137-141, 153 trade associations and, 118-122 Wielage, Marc, 20, 29-30, 36-39, trade shows and, 117-118 173n58, 194n30 U-Haul and, 71 Windows operating system, 4 Videotape, 185n44 Wireless telegraphy, 31 behind-counter inventory and, 86-88 WITGiTIHS (What's In That's Good, blank, 41-45, 64 That I Haven't Seen?), 111 as brown goods, 45-48 Woodcock, Rod, 37, 39 colorization and, 141-147 "Wow, What a Difference!" (Blockbuster ease of, 43 slogan), 128 film-to-video transfers and, 139-141 letterboxing and, 140-141, 195n33 X-rated movies, 52, 64 live inventory and, 86 magnetic tape recorders and, 42 Yankee Doodle Dandy (film), 142, 144, manufacturing of, 44-45 146 marketing of, 41–45, 48–56, 60–62 Yiddish theater, 98 media studies and, 131-147 pan-and-scan video transfers and, Zapping, 136 139-141 prerecorded, 48-56 price of, 44 protection of, 44-45 rental market and, 41-42, 48-56 retailers and, 63-80