

# Why Television?

## 1. QUOTES:

- Lee DeForest 1926:

*"...while theoretically and technically television may be feasible, commercially and financially I consider it to be an impossibility... a development of which we need waste little time dreaming."*

- New York Times 1939:

*"The problem with television is that people must sit and keep their eyes glued on a screen; the average American family hasn't time for it."*

- Darryl F. Zanuck 1946:

*"Television won't be able to hold on to any market it captures after the first six months. People will soon get tired of staring at a plywood box every night."*

- Sumner Redstone 1994:

*"I am very skeptical of this talk of 500 channels I just don't know what's going to play on them."*

## 2. GROWTH / USERS

### UNITED STATES

<u>YEAR</u>	<u>US POPULATION</u>	<u>HOUSHOLDS</u>
1946	~142m	8,000
1948		172,000
1950		~5M Sold
1950	~152m	13.68m 9%
1955	~161m	50%
1960	~179m	45.7m
1970	~203m	60.6m 95% of 68.7m Households

24% had A/C  
26% had Clothes Dryer  
59.7% had Indoor Plumbing

## INTERNATIONAL

- As of 2021 more than 80% of UK households own a flat screen TV
- In 2020 the total number of TV households in Germany was around 38.1 million. Current German population is 83,000,000
- In 2019 96.9% of Australian households owned a smart TV. Current population is 26.7 million people
- In India 226m homes (70%) have televisions. Current population in India is 1.4 billion people. FELTHEIMER 10%
- In 2013 99.3% of households in South Korea owned a television set. Current population is ~51 million

**IN 2020 AROUND 3.5 BILLION PEOPLE WORLDWIDE HAVE ACCESS TO TELEVISION WHICH CORRESPONDS TO AROUND 45% OF THE WORLD'S POPULATION**

### 3. REVENUES

#### ADVERTISING

- 2022 in US \$60.38B
- 2027 in US \$54.74B

#### PRODUCTION

- 2023 Worldwide (includes film) 243B
- 2024 Worldwide (includes film) 247B

### 4. CULTURE

- The world wants to be “us”
- What have we done to ourselves? 1970's comedies vs today
- Reality

## WHAT DO WE WATCH?

What Show did you grow up with?

Appointment TV

What did you watch with you Parents? Your Kids?

Why I chose Television vs Features

## CLASS

- 04.02 WHY TELEVISION? - Overview of Impact
- Assignment – Pitch
- 04.09 THE DEVELOPMENT PROCESS - Broadcast / Cable / Streaming
- Buyers
  - Sellers
  - Broadcasters
- 04.16 CREATIVE – Guest Speakers
- IP's
  - Franchise
- 04.23 THE PITCH
- 04.30 PRODUCTION
- FIN-SYN
  - Budget
  - Incentives
  - Casting
- 05.07 BROADCAST
- Ratings
  - Marketing
- 05.14 2<sup>nd</sup> SEASON
- 05.21 LOOKING AHEAD