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FROM BETAMAX TO BLOCKBUSTER: VIDEO STORES AND THE INVENTION OF MOVIES ON VIDEO



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...

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- Authored by Joshua M. Greenberg
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