

Du Pont Television Network began selling advertisement time → it was hard to sell → started selling smaller blocks → the commercials we know it

After WWII American home industry declined they had thousands of household products to sell → they needed day-of-home women → biggest customer → invented things like vacuum cleaners

Invention of the television in the US

Perky patented a device he called television

Invention of the television
The first real television, how we know it
A lot of people worked on it, spreaded all over the world, spreaded from each other

Shift of television
The post-war economy was strong → boom in television production

Shift from advertising to direct pay support

Online video downloading started

Netflix launches, online streaming of movies/TV series

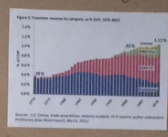
The amount of hours people spend on the internet is increasing every year
Programs shift from cable to internet, from live streaming

Year	Number of TV Households (Millions)
1945	1.5
1950	2.5
1955	4.5
1960	7.5
1965	11.5
1970	16.5
1975	22.5
1980	29.5
1985	36.5
1990	43.5
1995	50.5
2000	57.5
2005	64.5
2010	71.5
2015	78.5
2020	85.5

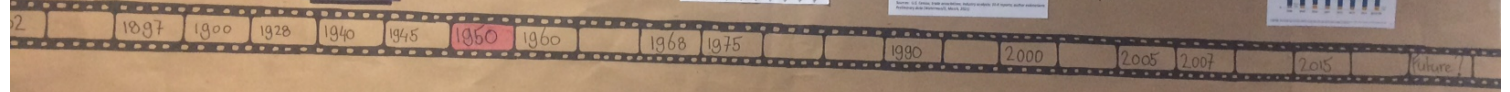


Image transferred via Cassini's mirror graph

Invention Wireless Telecommunication by Guglielmo Marconi



You like to watch/broadcasted TV programs were pulled for free by users

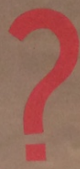


WWII
Production and developing of the television stopped
The US was focusing on radar technology

Kennedy vs Nixon
On the radio people were convinced Nixon was the better man, but because of television it was Kennedy who won → start of studying "the winning image" → increased level of transparency between the government and the people

Vietnam war "living room war" → anti-war movement
People began to get more news from the television than newspapers

The percentage of obesity of children is increasing



I think cable tv will disappear
Because the amount of people who is watching online will keep increasing

Sound bites of 60 sec long, news producers show only one key snippet of a long speech → gives the news producer a huge amount of power

