

# HISTORY OF U.S. BROADCASTING

**1939**

World's Fair in NYC, RCA's Hall of Television, Telecast of opening ceremony on April 30 - marked the start of RCA broadcast in NY, promoted as marking the *official birth of American television*

**1940**

Peter Goldmark (head of CBS Laboratories) invented a new color system for television (superior to RCA's system) Applied to FCC, which approved then reversed it's decision. RCA prevailed.

**1941- 45 WWII**

Both Sarnoff and Paley served in non-combatant roles.

**1943**

FCC ordered NBC to divest itself of one of its networks, which was sold for \$8 million to Edward S. Noble, who renamed it American Broadcasting Company (ABC)

**1946**

10,000 TV sets sold, 0.02% US households

**1947**

200,000 TV sets sold

**NTSC** (National Television System Committee) formed at the behest of FCC to help establish the technical standards for the U.S. industry (525 scanning lines and FM sound).

**1950**

9% US households

Early 1950s is considered television's golden age

**1953**

Color telecast began

Production centered in NYC

**1955**

78% US households

Dumont Network closed

Talent from Broadway, programs based on the theater - TV plays

**1956**

The arrival of videotape live broadcast no longer a necessity

Hollywood makes links to television

Quiz show scandal

Audience becomes more working class

**1959**

32 western series during prime time

**1960**

Nixon/Kennedy presidential debates

Radio vs. TV versions

**1970s**

ABC and the youth demographic

Sarnoff and Paley retire

**1980s**

Advent of cable, satellite, home video markets