

TELEVISION'S SIX ERAS

A focal point of many first-world households for over half a century, television has moved far beyond a simple means of basic entertainment. Today, the broadcast landscape continues to evolve.



B&W Analog TV

1930s

RCA debuted the first TV at the 1939 World's Fair.

By 1960, 85% of U.S. households had a TV — a large, tube-based black & white unit.



Color Analog TV

1950s

The National Television System Committee (NTSC) standard was adopted for color TV in 1953.

Sales of color TVs surpassed black & white for the first time in 1972, the year of the first all-color network season.



Rise of the MSOs

1980s

Through the 1970s and early 80s, early community antenna systems evolved into large cable systems, and many households were wired for cable.

By 1987, more than 50% of American households were wired for cable, and video was increasingly consumed through multi-system operators (MSOs).



Rise of Digital

1990s

DirecTV launched in 1993, followed by DISH Networks in 1996.

In 1996, the FCC approved the Advanced Television Systems Committee (ATSC) standard, which specified the format for terrestrial over-the-air High-Definition Television (HDTV) and multichannel Standard Digital Television (SDTV) formats.

In the late 90s, 18-inch digital satellite dishes became the second-highest selling electronic item in history, behind the VCR.



High Definition

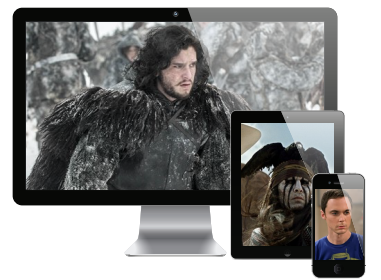
2000s

In 2005, flat screens and HDTV were the in demand consumer electronics.

By 2007, 28% of American households had HDTV, a total of 35 million units.

By 2009, all manufacturers began to release HDTVs, using either 720 or 1080 lines of resolution.

The complete transition to digital broadcast transmission for all full-power television stations was accomplished on June 12, 2009.



Streaming/Over-the-Top

TODAY

Television content is now commonly watched on a variety of Internet-enabled devices.

Over-the-top content is gaining popularity through video streaming services such as Netflix and Hulu.

WHAT'S NEXT?

As technology continues to develop, less emphasis will be placed on traditional 'linear television' with more video-on-demand and higher image resolution.



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REFERENCES: <http://transition.fcc.gov/omd/history/tv/> | <http://www.high-techproductions.com/historyoftelevision.htm>