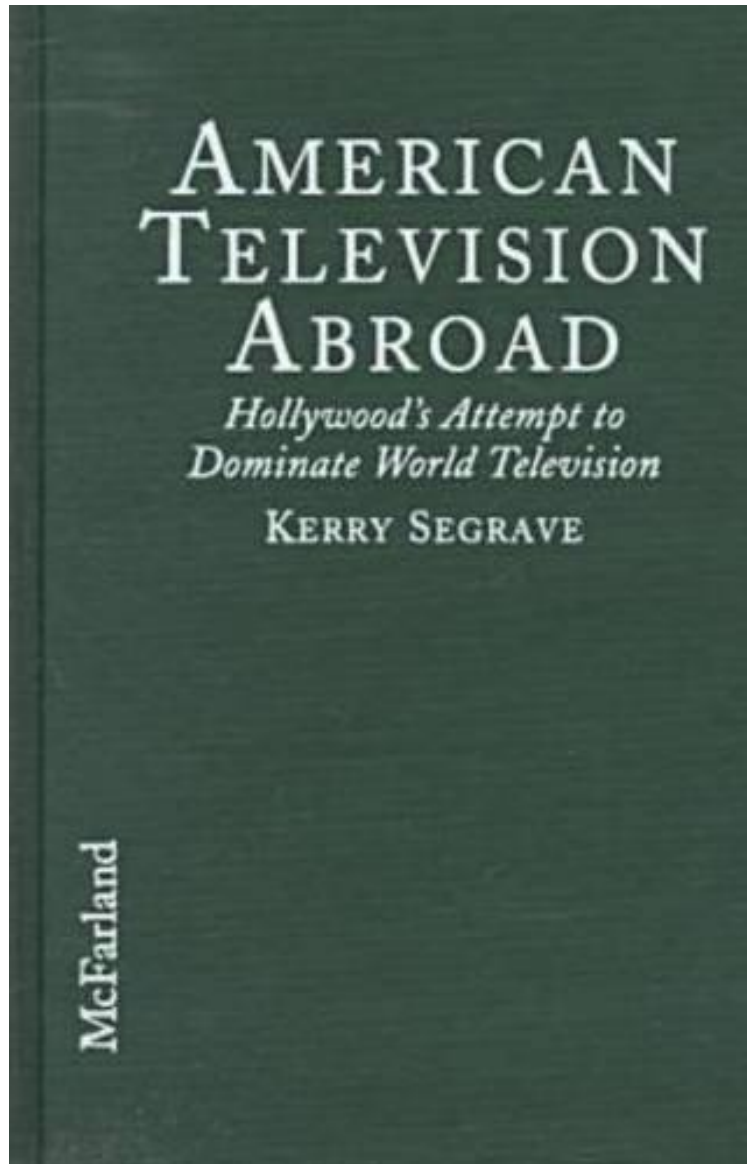


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Once the major Hollywood studios got over their loathing of television as an entertainment medium, they moved quickly to dominate both domestic and international programming. In the United States, the eight major studios controlled an overwhelming majority of all programming by the early 1950s. Their efforts in foreign markets were not quite so successful, but by the 1990s U.S. distributors controlled about 75 percent of the international television trade.

"explains the history of U.S. dominance in television programming in exquisite detail, providing authoritative, well-researched discussions.... This well-researched book should be in all collections supporting studies of television or the entertainment industry" -- Choice "great detail" -- Classic Images About the Author Prolific writer Kerry Segrave also wrote *American Films Abroad* (1997) and *Tipping* (1998). He lives in Vancouver, British Columbia.