

MTA 101AI – LECTURE # 2

**THE FOUNDERS OF ‘HOLLYWOOD,’ WERE FORMER SHOP-OWNERS,
PEDDLERS, OR EARLY MOVIE EXHIBITORS**

**BY 1920, NEARLY 800 FEATURE FILMS-A-YEAR WERE PRODUCED IN THE
UNITED STATES**

**TYPICAL OF HOLLYWOOD STUDIO PRODUCTION: CONTROL OF
DIRECTORIAL EXCESS; ART-BY-COMMITTEE; DIVISION OF LABOR;
PIECEMEAL ASSEMBLY; PRACTICE OF SHOOTING-OUT-OF-SEQUENCE**

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**THE FIVE ‘VERTICALLY INTEGRATED’ MAJOR HOLLYWOOD STUDIOS WERE:
PARAMOUNT (ADOLPH ZUKOR)
FOX FILM (WILLIAM FOX)
WARNER BROTHERS (HARRY, SAM, ALBERT, AND JACK)
METRO-GOLDWYN-MAYER, 1924
(LOUIS B. MAYER)
RKO, 1928 (DAVID SARNOFF AND JOSEPH P. KENNEDY)**

**THEY WERE PUBLIC COMPANIES (TRADING SHARES ON WALL STREET) WITH
THEIR BUSINESS OFFICES IN NEW YORK CITY AND PRODUCTION FACILITIES
IN LOS ANGELES**

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**THE OTHER THREE MAJOR HOLLYWOOD COMPANIES WERE NOT
VERTICALLY INTEGRATED: COLIMBIA, UNITED ARTISTS, UNIVERSAL**

**AT MGM, THE “GENIUS OF THE SYSTEM,” IRVING THALBERG, ESTABLISHED A
UNIT PRODUCTION MANAGEMENT SYSTEM THAT REQUIRED THE STUDIO’S
TIGHT CONTROL OF
PRE-PRODUCTION and POST-PRODUCTION**

**THALBERG PLACED GREAT TRUST IN INTERPRETING THE RESPONSES OF
PREVIEW OR ‘TEST’ AUDIENCES**

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**THE BIG PARADE, DIRECTED BY KING VIDOR, PRODUCED BY MGM, 1925 WAS
THE FIRST MAJOR HOLLYWOOD FEATURE SET IN WORLD WAR I, AND WAS
TYPICAL OF THE PROJECTS
STEERED TO THE SCREEN BY IRVING THALBERG**

