

MTA 101AI - LECTURE # 13

1973, RICHARD ZANUCK & HIS PARTNER, DAVID BROWN, PURCHASED RIGHTS TO PETER BENCHLEY'S NOVEL JAWS FOR \$ 150,000 BEFORE IT WAS PUBLISHED

UNIVERSAL PROVIDED THE FINANCING AND DISTRIBUTION, BUT JAWS WAS A ZANUCK/BROWN PLUS BENCHLEY/SPIELBERG PRODUCTION, PUT TOGETHER AS A 'PACKAGE' BY THE AGENCY I.C.M.

26-YEAR-OLD STEVEN SPIELBERG WAS NO 'MOVIE BRAT'; HE WAS NOT A FILM SCHOOL GRADUATE

-2-

MOREOVER, SPIELBERG WAS UNPROVEN AS A SUCCESS AS A DIRECTOR BEFORE HE DIRECTED THE BLOCKBUSTER 'EVENT-FILM' JAWS IN 1975

THE BIRTH OF HOLLYWOOD 'HIGH CONCEPT':

- a. EASILY MARKETED STORY, IDEA, OR IMAGE
- b. SATURATION BOOKING FOR THEATRICAL OPENING
- c. MASSIVE T.V. ADVERTISING AND T.V. TALK SHOW CAMPAIGN MONTHS BEFORE THE FILM'S RELEASE
- d. ITS OWN MERCHANDISING SUB-INDUSTRY WITH FRANCHISE CONTROL

-3-

CLOSE ENCOUNTERS OF THE THIRD KIND, STEVEN SPIELBERG, 1977

STAR WARS, 1977, GEORGE LUCAS
CARRIED THE BIG BUDGET AMERICAN FEATURE FROM EVENT FILM TO MASS MARKETING FRANCHISE

TROUBLESOME SIGNS FOR THE BLOCKBUSTER BUSINESS MODEL:
APOCALYPSE NOW, 1979 (DIRECTED BY FRANCIS FORD COPPOLA) WAS A FORWARNING FOR RUNAWAY PRODUCTION BUDGETS