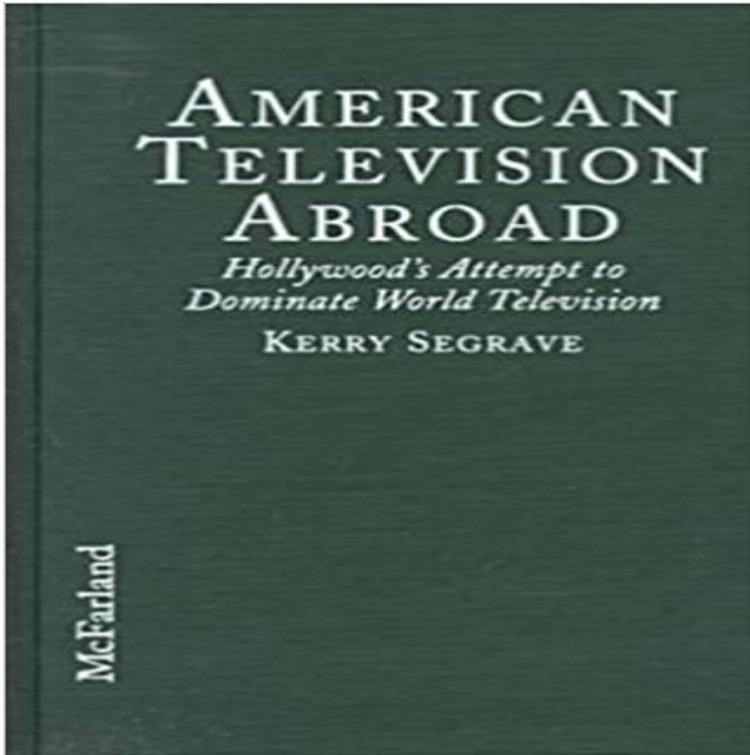


American Television Abroad: Hollywoods Attempt to Dominate World Television



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.

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