

- Clearance; the exhibition pattern of films utilised clearance periods. Following a first run a film would be given a period of time where it is withdrawn
- Exhibition was the driving force, the companies had to organise production and exhibition strategies to achieve 1) cross-section appeal, 2) attract consistent audiences over a long period, 3) sufficient quantity to allow audience turnover

Production

- A production line system had developed across the teens and twenties
- Corporate decisions about the production plans were made by head office in NYC where exhibition companies were based
- Advertising and publicity was organised central

Warner Bros.

- Combined with First National to acquire a theatre chain and become vertically integrated
- They produced *The Jazz Singer* even though it caused major debt
- Produced realist style

MGM

- Formed in 1924
- Run by Louis B. Mayer as overall head of production
- Irving Thalberg was 'central producer' he oversaw MGM's 27 production
- Created by Loews Inc which has theatre and vaudeville circuits

Producer unit system

- The 1930s saw a shift from the central producer system to the unit producer
- The Paramount unit producer system became the studio norm and it further concentrated the decision making power in the hands of the studio over the talent they hired