**Beginnings of Movies**

USA: industrialization, urbanization and immigration end of 19th century – great potential market for cheap entertainment.

Core market are immigrants, many of whom speak little English.

Movies – add motion to photography

Edison – in 1880s invents **film perforation** (patents it!); and also the kinetoscope, which affords a short viewing to a single customer.

Lumière Brothers – Paris 1895: invented the first movie camera and projector; projects on a **screen**, enabling more paying customers.

Early USA film production by companies such as Biograph.

Shown in **nickelodeons** – early small movie theaters in US cities. Nickelodeon chains founded mostly by immigrant Jews; they were great money makers.