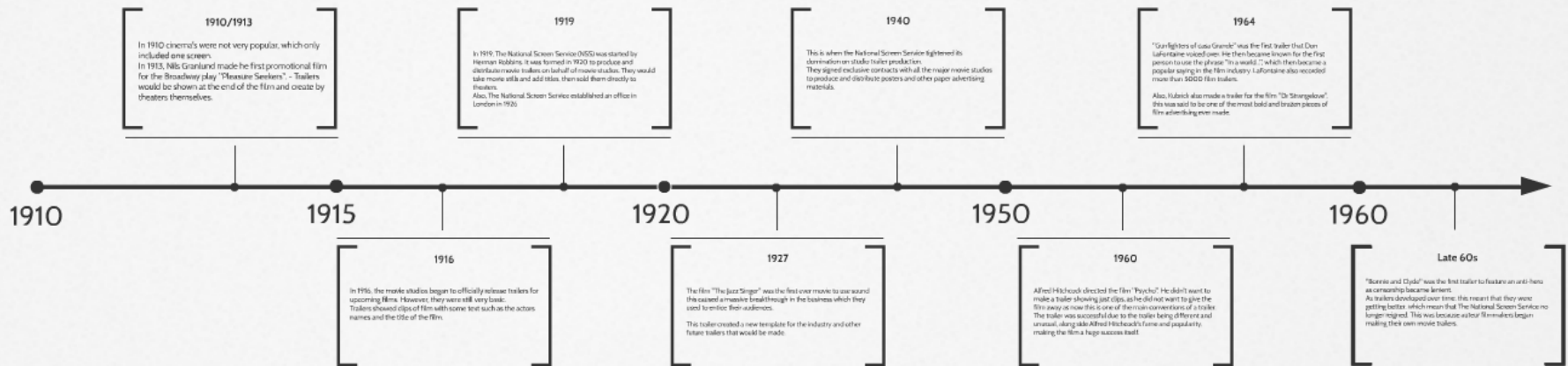
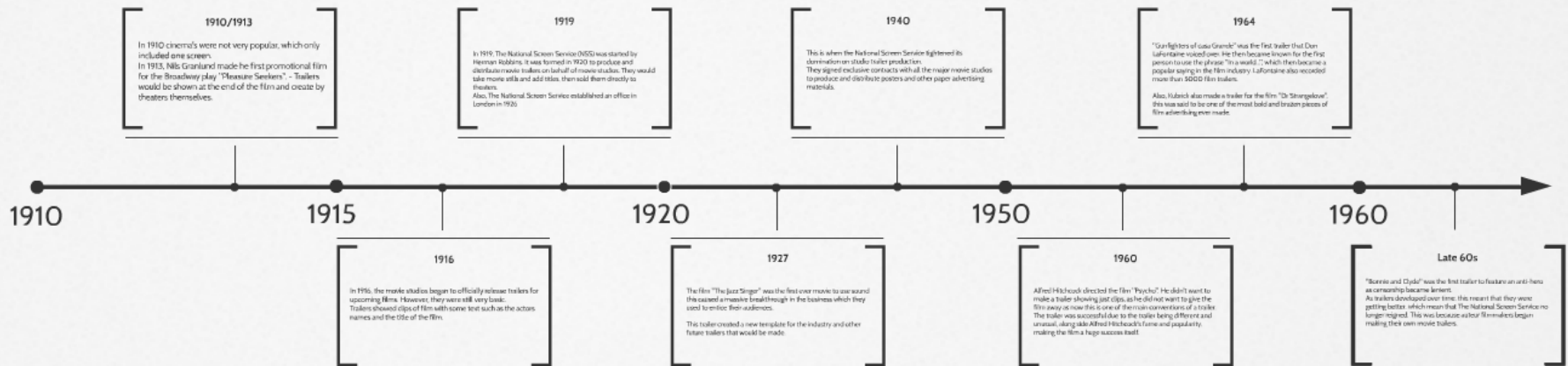


Timeline of Film Trailers



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1910/1913

In 1910 cinema's were not very popular, which only included one screen.

In 1913, Nils Granlund made he first promotional film for the Broadway play "Pleasure Seekers". - Trailers would be shown at the end of the film and create by theaters themselves.

1916

In 1916, the movie studios began to officially release trailers for upcoming films. However, they were still very basic. Trailers showed clips of film with some text such as the actors names and the title of the film.

1919

In 1919, The National Screen Service (NSS) was started by Herman Robbins. It was formed in 1920 to produce and distribute movie trailers on behalf of movie studios. They would take movie stills and add titles, then sold them directly to theaters.

Also, The National Screen Service established an office in London in 1926

1927

The film "The Jazz Singer" was the first ever movie to use sound this caused a massive breakthrough in the business which they used to entice their audiences.

This trailer created a new template for the industry and other future trailers that would be made.

1940

This is when the National Screen Service tightened its domination on studio trailer production.

They signed exclusive contracts with all the major movie studios to produce and distribute posters and other paper advertising materials.

1960

Alfred Hitchcock directed the film "Psycho". He didn't want to make a trailer showing just clips, as he did not want to give the film away as now this is one of the main conventions of a trailer. The trailer was successful due to the trailer being different and unusual, along side Alfred Hitchcock's fame and popularity, making the film a huge success itself.

1964

"Gunfighters of casa Grande" was the first trailer that Don LaFontaine voiced over. He then became known for the first person to use the phrase "In a world...", which then became a popular saying in the film industry. LaFontaine also recorded more than 5000 film trailers.

Also, Kubrick also made a trailer for the film "Dr Strangelove", this was said to be one of the most bold and brazen pieces of film advertising ever made.

Late 60s

"Bonnie and Clyde" was the first trailer to feature an anti-hero as censorship became lenient.

As trailers developed over time, this meant that they were getting better, which meant that The National Screen Service no longer reigned. This was because auteur filmmakers began making their own movie trailers.

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