

7. The Monopoly of the Three TV Networks

This section sketches the growth of network radio in the 1930s and 1940s, the continuation of the business and regulatory model of three networks into TV, and the solidification of government control over content. Key points are: the power of the three radio networks over local stations; the power of network radio advertising; the table of allocations extended into TV; the production, networking, and startup costs of TV broadcasting; efforts at competition including Dumont, FM, and UHF; color; content regulation instead of antitrust; the public acceptance of its inevitability.