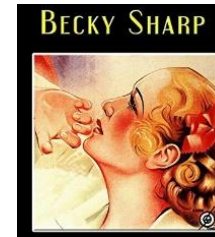**1895**
First moving images (**Lumiere Brothers**).

1920s
Gradual emergence of a vertically integrated Hollywood film industry, established by 1930 into five major studios (**Paramount, Warner Bros, Loew's/MGM, Fox** [Twentieth Century Fox in 1935] **and Radio Keith Orpheum [RKO])** and three minor studios (**Columbia, Universal and United Artists**) – the so-called **Big 5** and **Little 3**

1935
Rouben Mamoulian's Becky Sharp, the **Technicolor Corporation's** first feature length, **'three strip' colour** film.

1950s
Emergence of **widescreen** and **3D technologies** as a response to the **growth of television** and the corresponding **decline in cinema attendance**.

"Ha! Ha!"

1895-1927
Development of silent cinema from early short films to full-length feature films, during which period the **foundations of filmmaking were established** – e.g. **cinematography, the principles of lighting and continuity editing and an extensive range of mise-en-scène**, including location shooting.

1927
Alan Crosland's, The Jazz Singer, starring **Al Jolson** - the **first feature film with a soundtrack**.

1948
Paramount court case which **prevented studios from owning all phases of the production, distribution and exhibition process ('vertical integration')** which led, in the 1950s, to **the emergence of independent film production** and agents producing films for the Hollywood studios to distribute and exhibit.

Late 1950s
Although not the first examples, **lightweight, portable cameras** were produced suitable for hand-held use (which had an immediate impact on **documentary filmmaking** and were used by a new generation of directors in France –**French 'new wave' directors**).

1970s
Steadicam technology developed by cinematographer **Garrett Brown** (a stabilising device for hand-held cameras to keep image 'steady' whilst retaining fluid movement). First introduced: **1975**
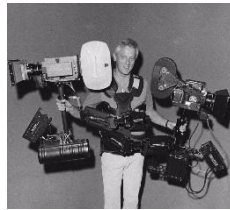
1995
First CG (computer generated) **feature length cartoon** – **Toy Story** directed by **Jon Lassater** for **Pixar Animation Studios**

2007
Netflix – the **first legal streaming service** for film and TV is launched .

2017
Film and TV **streaming** and download sites such as **Netflix, Sky, Amazon and Apple overtake DVD sales** for the first time increasing by **23%** in one year

1990s onwards
More widespread use **of computer-generated imagery**, most significantly pioneered **by Industrial Light and Magic** in the 1970s, resulted in a move away from filmed 'special effects' to visual effects created digitally in post-production to the computer generated imaging of characters in films.

2000s
Technology available to ordinary people makes significant strides due to developments with **lightweight cameras and mobile phone technology**, seeing a rise in '**citizen film-making'**

2010s
Successful **feature length films shot entirely on iPhones** now released – notable releases include **Tangerine (Baker**, 2015) and **Unsane (Soderberg**, 2018)

2018
Avengers: Infinity War becomes the **first Hollywood film to ever be shot entirely with IMAX cameras**