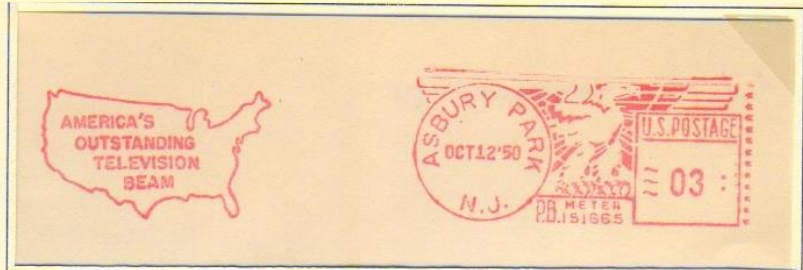


American Bandstand - Television discovers music shows

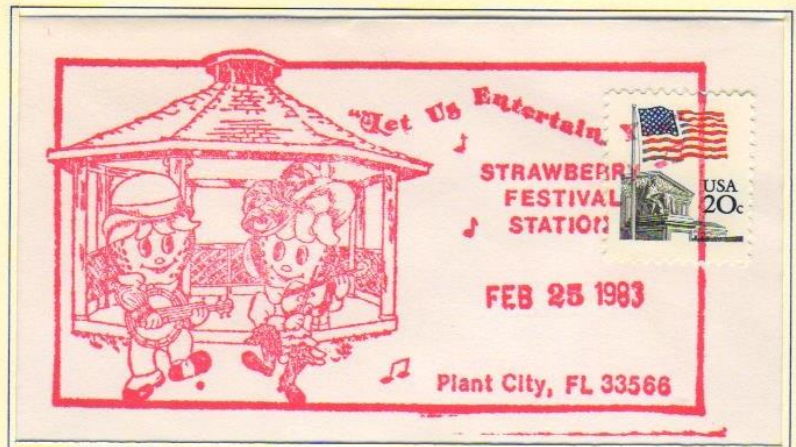
Peter Lang, Germany



Although television programs have existed in America since the late 1930s, the medium did not become accessible to the majority of the population until the 1950s, when major media corporations obtained nationwide broadcasting licenses.



Many programs at the time were television adaptations of popular radio shows, such as The Bob Hope Show, which was sponsored by the Kraft food company: comedy and sitcom mixed with advertising and music.



In August 1957, American Bandstand was broadcast nationally for the first time on American television.

This first music-dance show, specifically tailored to the young generation, was broadcast daily until 1989. The concept of young people dancing to music in the studio was later adopted in a similar form by many European television stations.



These programs were garnished with appearances by popular artists such as Nat King Cole, who himself hosted a music program on television in the early 1960s.