

## **Top Selling Media Formats in 1966**

In 1966 the top ten media formats in terms of commercial sales were:

1. 16mm color film
2. filmstrips, silent
3. overhead transparencies
4. 16mm films, black & white
5. phonograph records
6. filmstrips, sound (phonograph)
7. study prints
8. prerecorded audio tapes
9. multimedia kits
10. 8mm film, silent