

Top Selling Media Formats in 1973

By 1973 the audiovisual media had reached the full flower of development. The top ten media formats in terms of commercial sales were:

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