**British Invasion**

**FIRST WAVE of BRITISH INVASION: “Freakbeat Era”**

Music historians divide the British musical and cultural Invasion in to three waves, Freakbeat Era of the 1960s. The second invasion is called the MTV Era. The third invasion is called the New Millenium. Perhaps the most significant and influential period would be the Freakbeat Era—which produced, The Beatles, Dusty Springfield, The Animals, The Dave Clark Five, Donovan, The Hollies, The Rolling Stones, The Who and The Yardbirds just to name a few.

**Timeline**

**18 November 1963 –** The Hunter-Brinkley Report aired a 2-minute segment on mania surrounding a British boy-band residing in the United Kingdom. Four days later, Mike Wallace of CBS Morning News aired a story on the Beatles.

**10 December 1963** –Walter Cronkite of CBS Evening News ran a report about the Beatles phenomenon taking place in the United Kingdom, thus propelling them into the arms of American fans.

**17 December 1963**- After numerous phone calls days prior, DJ Carroll James allowed 15-year-old Marsha Albert of Silver Springs, Maryland, to introduced “I Want To Hold Your Hand” by the Beatles on WWDC radio station.

**26 December 1963** – After months of not taking the Beatles seriously and pushing back their record release, Capitol Records started hand delivering their new record to radio stations weeks ahead of schedule Keep in mind, no one expected their record to even break #75 on the Billboard charts. America’s love for the Beatles was instantaneous – especially in New York City.

**18 January 1964** – “I Want To Hold Your Hand” entered the Billboard Hot 100 chart at #45, thus starting the British invasion of the American music industry.

**1 February 1964** – “I Want To Hold Your Hand” reached the #1 spot on Billboard Hot 100 and remained there for seven weeks. The single became the Beatles’ best-selling single worldwide.

**7 February 1964** – The CBS Evening News ran a story about the Beatles’ United States arrival in which the correspondent was quoted saying, “The British Invasion this time goes by the code name Beatlemania.”

**8 February 1964** – Dusty Springfield became the second British artist to reach the Billboard Hot 100 with his song “I Only Want to Be With You.”

**9 February 1964** – The Beatles made their first American television appearance on The Ed Sullivan Show. Nielsen ratings estimated that 40-45 percent (75 million viewers) of US television viewers that night saw their appearance on the TV show.

**1964 – 1966** – In this time period, other British acts like Peter and Gordon, The Rolling Stones, and Wayne Fontana and the Mindbenders would go on to have one or more number one singles in the United States.

**8 May 1965** – half of the 26 Billboard Hot 100 chart toppers belonged to British acts.

**1967** – The emergence of a relatively homogeneous worldwide “rock” music style about 1967 marked the end of the “invasion.” Artists like The Who would later cross the pond and become popular in the United States.

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