**JUNGLE BOOK 1967 (JB67) vs JUNGLE BOOK 2016 (JB16)**

**In the exam you will be asked to compare and contrast two versions of Disney's The Jungle Book (1967 and 2016) in order to show how film production, marketing, distribution and audiences have changed. The emphasis is on the changing nature of media industries, technology and commercial practice (OCR: 'economic contexts').**

Directed by Wolfgang Reitherman , it was the last film to be produced by Walt Disney , who died during its production. The plot follows Mowgli , a feral child raised in the Indian jungle by wolves, as his friends Bagheera the panther and Baloo the bear try to convince him to leave the jungle before the evil tiger Shere Khan arrives.The early versions of both the screenplay and the soundtrack followed Kipling's work more closely, with a dramatic, dark, and sinister tone which Disney did not want in his family film, leading to writer Bill Peet and composer Terry Gilkyson being replaced. The casting employed famous actors of the time such as Phil Harris , Sebastian Cabot , George Sanders and Louis Prima, and the director's son, Bruce Reitherman, as Mowgli.The Jungle Book was released on October 18, 1967, to positive reception, with acclaim for its soundtrack, featuring five songs by the Sherman Brothers (who also wrote Mary Poppins) and one by Terry Gilkyson, "The Bare Necessities".

**JUNGLE BOOK 1967 Facts & stats to learn**

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| **Made by** | Disney | Walt Disney himself **took control** of the production, saying he wanted the tone to be lighter and the storyline to be simplified. He influenced the ending when Mowlgi goes back to the 'man village'. Walt Disney died before the film was released. It was important for the film to be a commercial success following the **disappointing commercial performance** of Disney's previous film **'The Sword and the Stone'**. |
| **Directed by** | Wolfgang Reitherman | In those days it was **studios and producers** rather than directors who had the power. Very few directors had the status they do today (apart from Hitchcock and Kubrik – known as 'auteur' directors). Producers put up the money for a film. Directors are responsible for the shooting o the film itself. |
| **Style & genre** | animated (=cartoon) musical comedy  | emphasis was on the **music and child-friendly storylines**.  |
| **based on**  | stories by Rudyard Kipling 1894  | **Kipling** was known for his 19th century **colonialist attitudes**. Some of this may be reflected in the representation of the monkey band led by King Louie.  |
| **Budget &** **Box -office** | 20m USDinitial release made 378m USD | One of the most successful films of all time. In total, it is estimated to have generated around 600m USD for the Disney corporation.  |
| **cinema rating** | U | **U ("universal") in the UK** . G ("general") in the USAOn the other hand JB16 was given a PG certificate by the BBFC because of 'mild threat' and ' some sequences of scary action & peril’  |
| **technical info** | Traditional cel animation + multiplane camera invented by Disney studiossound was mono  | Cels are transparent sheets that were drawn on. 24 still images make up one second of film. Teams of artists work on animations. The water was the only 'live action' element.The one innovation was the use of the **multiplane camera** to film layers, giving a 3D effect.Mono sound is less **immersive (unlike stereo or dolby surround sound)** |
| **release formats** | physical release (large reels of film) to cinemas only – VHS release was in 1991 & DVD in 1999 | The original format was **physical** (large reels of film) –(not digital) as no other format was available. This meant the film could only be sent to a limited number of cinemas. However JB16s release was digital, simultaneous, saturation, and global. |
| **re-releases**  | for cinema 3 times in 20 years.+ 'vaulting'  | re-released 1978, 1984 & 1990 Disney '**vaulted**' the film at various points after it was first released – this means withdrawing the film from circulation (like putting the film in a vault or cellar) in order to stimulate demand.  |
| **actors/****voicecast** | a few actors were used for the voicecast who were well-known at the time. e.g. Phil Harris was a well known comedian who played Baloo the bear.  | Not the big star celebrities that we expect today. JB16's voicecast had big names like Scarlett Johanssen, Idris Elba, Ben Kingsley.JB67 had director's son Bruce Reitherman voicing Mowgli. Unusually for the time, voices were recorded first then characters were drawn. |
| **Distribution company** | Buena Vista Distributionalso owned by the Disney corporation | This is an example of vertical integration – where the same company owns other companies further down the production/ distribution chain. |
| **marketing, promotion & distribution**  | * soundtrack
* merchandise
* Theme parks
* Disney stores
* posters & film trailer
 | The soundtrack was one of the most successful of all time. . The film was cross-promoted through **Disney's theme parks** and through its **stores** with merchandise such as T Shirts, mugs and lunch boxes. The trailer was shown in cinemas – 3 mins in length and featuring many of the songs. Online media did not exist but posters were also an effective form of advertising.  |
| **success & critical reception** | one of Disney's most successful films ever.  | The film initially became Disney's second-highest-grossing animated film in the US and was also successful during its re-releases. The film was also successful throughout the world, becoming **Germany's** highest-grossing film. According to Wikipedia it's the 32nd most successful film of all time in the US.It was received with **huge critical acclaim**. (= praise ) |

The 1978 re-release increased its North American income to $27.3 million, which surpassed [*Snow White and the Seven Dwarfs*](https://en.wikipedia.org/wiki/Snow_White_and_the_Seven_Dwarfs_%281937_film%29) making it the highest grossing animated film of all-time in the United States and Canada[[34]](https://en.wikipedia.org/wiki/The_Jungle_Book_%281967_film%29#cite_note-34) until *Snow White* was re-released in 1983. The film's total lifetime gross in the U.S. and Canada is $141 million.[1](https://en.wikipedia.org/wiki/The_Jungle_Book_%281967_film%29#endnote_1)[[35]](https://en.wikipedia.org/wiki/The_Jungle_Book_%281967_film%29#cite_note-mojo-35) When [adjusted for inflation](https://en.wikipedia.org/wiki/Inflation_adjustment), it is estimated to be equivalent to $671,224,000 in 2018,[[36]](https://en.wikipedia.org/wiki/The_Jungle_Book_%281967_film%29#cite_note-36) which would make it the [32nd highest-grossing film of all time in the United States and Canada](https://en.wikipedia.org/wiki/List_of_highest-grossing_films_in_Canada_and_the_United_States#Adjusted_for_ticket-price_inflation).[[37]](https://en.wikipedia.org/wiki/The_Jungle_Book_%281967_film%29#cite_note-37)

*The Jungle Book* is Germany's biggest film of all time in terms of admissions with 27.3 million tickets sold, nearly 10 million more than *Titanic*'s 18.8 million tickets sold.[[4]](https://en.wikipedia.org/wiki/The_Jungle_Book_%281967_film%29#cite_note-GerAdm-4) It has grossed an estimated $108 million in Germany making it the third highest-grossing film of all time in Germany behind only [*Avatar*](https://en.wikipedia.org/wiki/Avatar_%282009_film%29) ($137 million) and [*Titanic*](https://en.wikipedia.org/wiki/Titanic_%281997_film%29) ($125 million The film was the seventh most popular sound film of the twentieth century in the UK with admissions of 19.8 million The film is France's ninth biggest film of all time in terms of admissions with 14.8 million tickets sold. The film's 1993 re-release set an overseas record for a re-issue, grossing $67.5 million overseas during that year