

# **Jungle Book 1967 - Industry & Audiences**

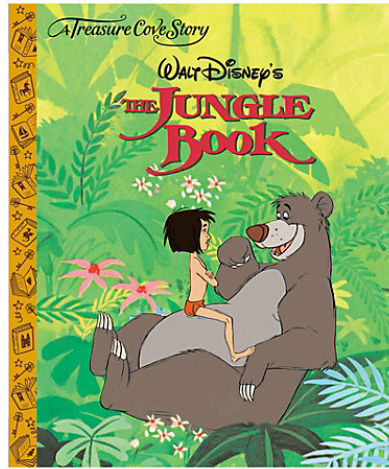
## **The economics of film production.**

How do conglomerates ensure that their products are commercially successful? Use your case study on Disney's Jungle Book films as an example.

Meaning of 'vaulting'?

What is the point of successive release of DVD & Blu-Ray with extra features?

Other ways of boosting sales?  
Give at least 3



Special edition DVD still available from .....

Why was the soundtrack a record-breaker?



What did Virgin do in the 1990s (under licence from the Disney Co?)

WD persuading other companies to tie in with the film's release and branding is an example of...

Meaning of 'vaulting'?

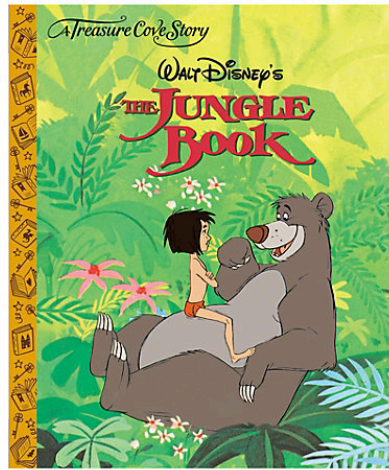
Holding back a product ('put in the vaults') to increase its value by stimulating demand

What is the point of successive release of DVD & Blu-Ray with extra features?

To keep the product fresh & boost sales

Other ways of boosting sales?

- Release of soundtrack
- Merchandising (tie-ins) (clothes, mugs, toys, MacD's Happy Meals (=examples of cross-promotion))
- Available as digital download (e.g. iTunes, Google Play, Amazon Video, Disney Life )



Special edition DVD still available from Disney Stores & Disney Website, Amazon

Why was the soundtrack a record-breaker?

First animated film soundtrack to achieve gold



What did Virgin do in the 1990s (under licence from from the Disney Co?)

Developed a video game with Sega for Gameboy and PC.

WD persuading other companies to tie in with the film's release and branding is an example of...

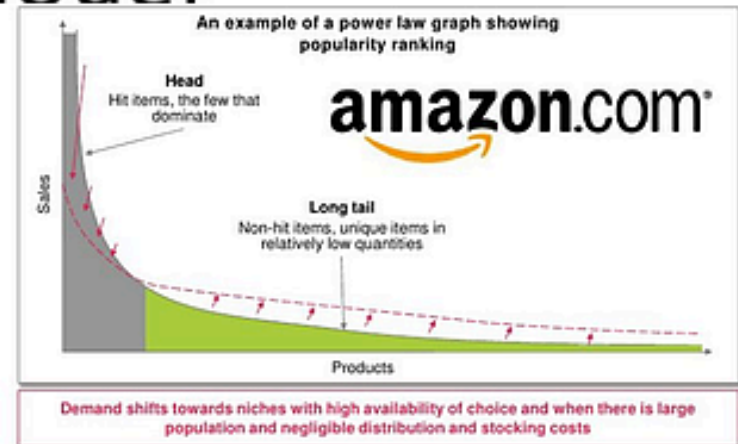
Synergy (cross-promotion)

# Long Tail Model

Chris Anderson

Low volume sales over a longer period can generate more revenue than short-term high volume sales on the immediate release of a product. The long tail is a key part of e-media.

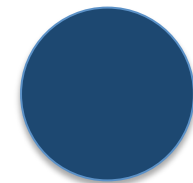
*Digital media services such as Amazon, Spotify & Netflix can extend the life of a product well beyond its initial release. Often applies to niche and non-mainstream products. There is renewed interest in 'back catalogue' items, nostalgia, spin-offs and tie-ins (sequels & prequels).*



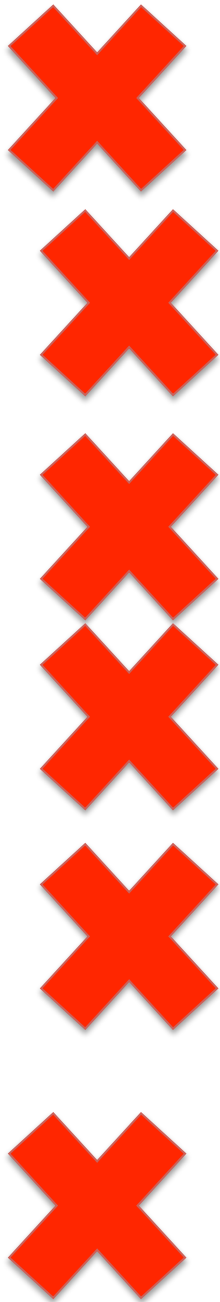
Trad media: it's all about  
**audience figures**  
Digital media: it's all about the  
number of **interactions**



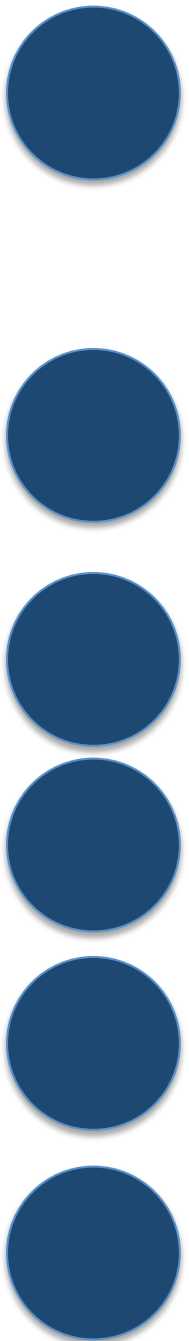
## ANSWERS



<p>How many times was JB67 RE-released in the US?</p> <p>3</p>	<p>When did Disney first release a live action version?</p> <p>1994</p>	<p>Year of Jungle Book 2's release?</p> <p>2003</p>
<p>Who devised the <b>Long Tail theory</b>?</p> <p>Chris Anderson</p>	<p>Former name of Disney's own distribution company?</p> <p>Buena Vista; after 2007 WD studios Motion Pictures</p>	<p>What is the usual key indicator of a film's success?</p> <p>Opening weekend box office number/takings</p>
<p>FB67's budget? how much has it made in the US?</p> <p>\$4m \$141m</p> <p>29<sup>th</sup> highest grossing of all time</p>	<p>How much has it made worldwide? In which country was it the most successful?</p> <p>\$205m</p> <p>Germany \$6.8m</p>	<p>Dates of UK VHS &amp; DVD release:</p> <p>1997</p> <p>2007</p>



What is the usual key indicator of a film's success?	FB67's budget? how much has it made in the US?	When did Disney first release a live action version?
Dates of UK VHS & DVD release:	Year of Jungle Book 2's release?	How much has it made worldwide? In which country was it the most successful?
Who devised the Long Tail theory?	How many times was JB67 RE-released in the US?	Former name of Disney's own distribution company?



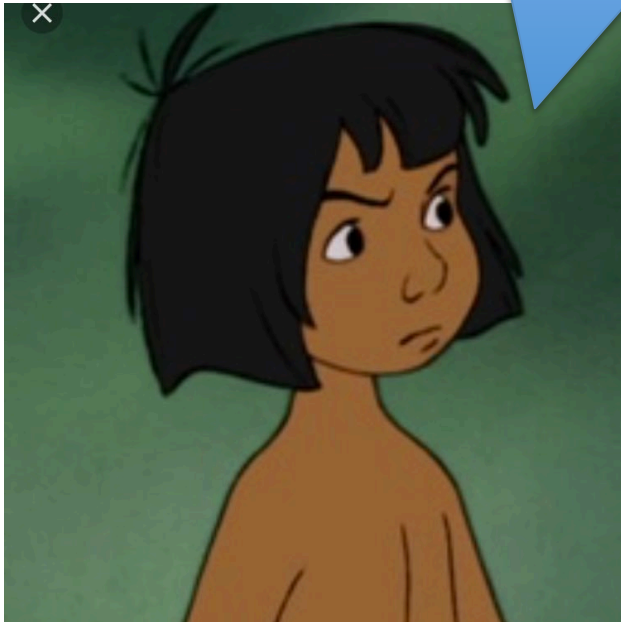
***brand campaigns cross-promotion growth potential profit promoted renewed synergy tie-ins***

Answers are in the OCR booklet, page 7

Disney was highly aware of how to build and maintain audiences nationally and globally, from the shaping of the original product to appeal more to a family audience, the marketing and distribution by its own company, merchandising etc. Disney was an early master of \_\_\_\_\_, persuading companies to tie in with their film's release. In addition to pioneering synergy, branding and merchandising, Walt Disney also developed the idea of synergy between media consumption and theme park visits in the 1950s. The producer of animated films used the popularity of his famous cartoon characters for a weekly show on ABC that served as an advertisement for his theme park. In turn, visiting Disneyland helped secure customers' \_\_\_\_\_ loyalty to the Disney trademark for the future.

This strategy of \_\_\_\_\_ became a basis for the Walt Disney Company's rapid \_\_\_\_\_. Thus Disney constantly \_\_\_\_\_ interest in their products, not only through re-releasing on DVD but through \_\_\_\_\_ with other companies. MacDonalds had Jungle Book 2 Happy Meals in the 1990s, for example, which in turn \_\_\_\_\_ the first film. According to Frank Root in 'Rethinking Disney': 'Disney offers an immense \_\_\_\_\_ for both cross-promotional \_\_\_\_\_ in cooperation with other companies and in-house cross-promotion marketing strategies...Cross promotion (marketing activities carried out in cooperation by two different companies using the popularity of their brand names to promote one another's) is today a major \_\_\_\_\_ source for Disney'.

Make a JB67 facts & figures sheet for your own revision.  
Include lots of stats about budget and revenue





1 Buying up companies further down the production & distribution chain

2 A film distribution co. owned by Disney

3 McD's Happy Meals are examples of ....

4 Seeing things from a white, western viewpoint

5 Why did the soundtrack break records?

6 Sales continue over time, giving a steady revenue stream. Boosted by digital media such as Amazon: Long....

7 A key early indicator of a film's success

8 Dates of UK VHS & DVD release.

9 How much has JB67 made in the US?

10 In which country was it the most successful?

11 FB67's budget?

12 WD persuading other companies to tie in with the film's release and branding is an example of S.....

13 How much has it made worldwide?

14 A large, diversified transnational company e.g. the Disney Corporation

15 He died in 1966 aged 65

16 Holding back a product to increase its value by stimulating demand

Get four in a row and stop the other team from doing the same!

## A N S W E R S

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- 1) Vertical Integration
- 2) Buena Vista
- 3) Tie-ins/ cross-promotion
- 4) Ethnocentric
- 5) 1st animated film soundtrack to go gold
- 6) Long Tail Model (Chris Anderson)
- 7) Weekend box office takings
- 8) 1997 & 2007
- 9) \$141m
- 10) Germany \$6.8m
- 11) \$4m
- 12) Synergy
- 13) \$205m
- 14) Conglomerate
- 15) Walt Disney
- 16) Vaulting