**Why do you think JB16 was even more successful than its original 1967 version?**

Expand the points below with facts

Add media concepts based on the theoretical framework of form (language, codes & conventions), audience, institution, representations (iconography, narrative, genre, iconography)

* Technically impressive (CGI, high prod values)
* New audiences + old
* Darker and more action-adventure
* Huge prod budget (Disney's power as a conglomerate; one of traditional 'big 6')
* voicecast
* Reinvention – emphasis on action- adventure narrative rather than a comedy musical (only 2 or 3 numbers from the original soundtrack were used)
* New platforms and formats (long tail)
* Disney controlled marketing and distribution
* Moves away from trad representations