**EXPLAIN HOW CHANGES IN THE JUNGLE BOOK'S PRODUCTION, DISTRIBUTION & EXHIBITION SHOW HOW AUDIENCES HAVE CHANGED OVER THE PAST 50 YEARS**

|  |  |
| --- | --- |
| SEC A PRODUCTION  1) jb67 basic animation. Only tech innovation was multiplane cam  BUT JB16:  uses immersive CGI made by MPC  goundbreaking VFX  awarded Oscar and Bafta  SHOWS  modern audiences visual, sophisticated and harder to please.  2) JB67 was innocent, musical comedy.  BUT JB16 film: darker action movie  dir by Jon F known for work on action movies like Iron Man  SHOWS/PROVES DEMONSTATES audiences now more cynical, critical of media products. Need instant gratification, escape (Dyer) (U&G)  sec A production (contd)  Other areas you could mention re production:  - huge prod budget also covering promotion   * celebrity actors * -soundtrack * role of Disney himself in jb67 but corporate in jb16 * need for generic hybridity (Neale) & intertextuality * modern production more aware of possibly critis of racism and ethnocentricity (white dominance)   SEC B DISTRIBUTION   1. JB67 advertising & marketing more limited – 3 min trailer, (light, musical comedy)   Posters & theme park.  aimed mainly at kids  BUT JB16 used many more strategies:  social media, blogs, entertainment sites, Disney Fan con  FB360  2) JB16 also targeted more male audience  -ads on sports channels ESPN  & sports events such as Superbowl  Star Wars: The Force Awakens  targeted US Hispanic community  **despite diffs in content, tone and marketing, JB16 still reflects Disney's core brand values: to provide high quality family entertainment**  **JB16- the product was positioned to attract a wider age and gender range**  SHOWS mod audiences are fragmented and harder to reach (Fiske)  SEC C EXHIBITION  1) JB67 re-released 3x; vaulted in between  only one cinema format at first (before VHS & DVD).  BUT JB16 released in various cinema formats  e.g. Disney 3D, IMAX. Surround Sound (not mono).   1. JB67 only initially available in cinemas as that was the only platform available   BUT JB16 Quickly available on SVOD platforms e.g. Amazon, Netflix, Sky Movies & now Disney+  SHOWS how modern audiences are **digital natives** who access films on different platforms, including mobile devices such as phones and tablets  3) JB67 Physical format limited the speed and scale of release; although it did eventually reach an international audience and became successful in countries like Ger.  BUT JB16's digital format meant it could have a global simultaneous saturation release. Success in mass markets such as India and China  SHOWS global nature of modern audiences. More commercially aware and more consumerist | **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **…………………………………………………………………………………………………………………………………………………………………...**  **……………………………………………………………………………………………………………………………………………………………………** |