Jungle book 1967 vs Jungle Book 2016

PRODUCTION DISTRIBUTION (includes marketing and promotion) EXHIBITION/CIRCULATION (= cinema, DVD, streaming, download)

Adapted from the book by Rudyard Kipling (written in 1894)

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|  | **JB67** | **JB16** |
| **produced by** | Disney StudiosWalt Disney Productions  | Disney StudiosWalt Disney Productions |
| **director** | Wolfgang Reitherman (virtually unknown) butWalt Disney had major say after poor performance of Sword in the Stone | Jon Favreau – known for blockbuster action movies eg Iron Man |
| **budget** | 4m $ | 177m $ |
| **technical / SFX** | voices recorded first (unconventional)mono not stereo cel animationmultiplane (camera) produces 3D-like effect | MPC – a UK VFX couse of motion capturegreen screen & CGI3D version, Dolby Vision & Dolby Vison 3D, IMAX (10%of screenings) |
| **marketing** | conventional – trailer & posters | darker/ action-based teaser trailersuse of TV too promoteuse of FB, #, instclever pre-release strategies to build hype; esp a male audience eg thro trailers on sports networks & Super Bowlsee Evolving Media Book pp14-17 |
| **release details** | Oct 1967, USA then Europe | April 2016 , saturation release, global- 70 countries |
| **certificate** | U | PG 'mild threat'  |
| **re-release** | Film: 1984 & 1990 (1991: video release Disney Classics collection)DVD re-release in 1999; [live action version in 1994] [JB2 released in 2003]previously vaulted to help release sales2 disc DVD release in 2007 as a platinum anniversary edition. Now Also available as digital download on Itunes and streaming such as Amazon video | DVD & streaming helps 'long tail' (= post release ongoing sales)  |

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| **tone, mood** | upbeat; focus on the songs | darker; more action-driven |
| **box office sales & total sales** | has made over 500m $ global salesCinema 280 m + DVD etc 300m | USA 364m$ (US opening w'end 103m)China 150 m$UK 67m $earned more outside USA; highest grossing Hollywood film in Indiaex of globalisationhas made over 1b $ |
| **success** | strong sales in Germany! (6.8m $) | offset Disney losses on The BFG |
| **spin-offs** | soundtrack reached goldtheme park rides | tie-ins, clothing, mugs merchandising, DVDs, (video) games, sales to streaming services; links with Kenzo & Air BnB aimed at wider audience  |
| **voicecast** | comedian Phil Harris | Ben Kinglsey, Scarlett Johanssen, Bill Murray, Idris Elba |
| **audience** | family/children | global, universal |
| **genre** | convemtional narrative | fantasy adventure, focus on action esp in trailer |
| **distribution** | WD Motion Pictures Distribution | helped by digital convergence and digital distribution (WD own their own distribution co called Buena Vista)  |
| **historic context** | one of most successful Disney films ever made. Oscar nominated music tracksvery much a studio production with WD himself involved King Louie sequences could be seen as racist | reflects a more multi-cultural. Hybrid genre approach.less ethno-centric |

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1. Make up a 10 question quiz about JB 67
2. Make up a 10 question quiz for JB 2016
3. Now see how much you can remember. Try to reconstruct the grid