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 Studios  Walt Disney Productions | Disney Studios  Walt Disney Productions |
| **director** | Wolfgang Reitherman (virtually unknown) but  Walt 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 animation  multiplane (camera) produces 3D-like effect | MPC – a UK VFX co  use of motion capture  green screen & CGI  3D version, Dolby Vision & Dolby Vison 3D, IMAX (10%of screenings) |
| **marketing** | conventional – trailer & posters | darker/ action-based teaser trailers  use of TV too promote  use of FB, #, inst  clever pre-release strategies to build hype; esp a male audience eg thro trailers on sports networks & Super Bowl  see 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 sales  2 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 sales  Cinema 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 India  ex of globalisation  has made over 1b $ |
| **success** | strong sales in Germany! (6.8m $) | offset Disney losses on The BFG |
| **spin-offs** | soundtrack reached gold  theme 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 tracks  very 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