

JUNGLE BOOK 2016

Facts & stats to learn

Made by	Disney Studios Walt Disney Productions	Disney is now one of the Big 5 film production studios. The monopoly or stranglehold of these corporations is threatened by newcomers ('disruptors') such as Netflix and Amazon who have their own studios.
Directed by	Jon Favreau	Known as a director of blockbuster action movies such as The Iron Man
Style & genre	CGI action adventure	Mowgli is the only real live action character played by Neel Sethi. More emphasis on narrative than JB67. Less of a musical comedy. More hybrid, in order to appeal to wider audiences. Still reflects Disney's brand values of high quality family entertainment. The technique of giving animals human qualities is called Anthro po morphization. (anthropomorphic)
based on	stories by Rudyard Kipling 1894	It also refers intertextually to other films such as the war film Apocalypse Now. Also references the 1967 film, e.g. the book is shown opening and closing.
Budget & Box -office	Cost 177m USD to make & promote Generated nearly 1bn USD worldwide	
cinema rating	PG	BBFC did not give this a U rating, due to 'mild threat' and 'some sequences of scary action and peril'.
technical info	CGI Disney digital 3D Dolby surround sound "Fantasound" surround	Mowgli played by Neel Sethi is the only live action character. Film opens with a traditional animated sequence showing the book being opened – then goes into impressive CGI. JB16 was praised for the quality of its CGI. MPC – a UK VFX company used for CGI blue screen/ green screen and motion capture 3D version, Dolby Vision & Dolby Vision 3D, IMAX (10%of screenings)
release formats	Digital IMAX (10% of screening) 3D	DVD and Blu-Ray versions were released almost at the same time as cinema release. Streaming via streaming video on demand services (SVOD) such as Sky Movies, Amazon, YouTube

re-releases	None –current platforms mean it’s always available	JB16 was released in 15 countries at the same time. Simultaneous, saturated and global.
actors/ voicecast	Voicecast features celebrity actors such as Ben Kingsley Bagheera the panther Idris Elba- Shere Khan the evil tiger; Scarlett Johansson- Kaa the snake; Bill Murray -Baloo the bear	Interestingly the voicecast features a number of older actors: their voices have become familiar to audiences over time; they don’t need to be seen on screen or be involved in demanding physical action. Mowgli played by Neel Sethi is the only real live action character.
Distribution company	Walt Disney Pictures, formerly called Buena Vista Distribution	Vertical integration
marketing, promotion & distribution *	<ul style="list-style-type: none"> • soundtrack • merchandise • Disney Theme parks & stores • Superbowl trailer • ESPN & Univision 	Lots of cross promotion, interactive trailers and social media exposure. Scary dark trailer. Interactive 360 degree Facebook trailer. ESPN, Favreau at Disney fan convention – sneak preview & 1000s of posters given out. aggressively pitched to male audiences. Spanish lang Channel Univision. Linked trailer to Star Wars The Force Awakens (male audience) See https://www.nytimes.com/2016/04/18/business/media/disneys-savvy-marketing-jungle-book.html
success & critical reception	30 th highest income generator of all time; 94% rating on Rotten Tomatoes; China & India were biggest successes outside US	It became a critical and commercial success, grossing over \$966 million worldwide, and the <u>30th-highest-grossing film of all time</u> . The film received praise for its visual effects, vocal performances, direction, musical score, and its faithfulness to the original animated film. It won awards e.g. BAFTAs for its visual effects. It managed to appeal to a very wide age-range.

- <https://www.nytimes.com/2016/04/18/business/media/disneys-savvy-marketing-jungle-book.html>