WHAT FACTORS CONTRIBUTE TO THE SUCCESS OF A FILM?

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|  |  |
| 1 VAULTING |  |
| 2 CAST/ VOICECAST |  |
| 3 AUDIENCE |  |
| 4 GENRE |  |
| 5 DISTRIBUTION |  |
| 6 HIGH PRODUCTION VALUES |  |
| 7 MARKETING BUDGET |  |
| 8 MERCHANDISING, CROSS-PROMOTION |  |
| 9 RE-RELEASES + DIFFERENT FORMATS & PLATFORMS |  |
| 10 SEQUELS, TIE-INS, SPIN OFFS |  |
| 11 HELPED BY VERTICAL INTEGRATION | e.g. BV |

Questions relating to JB67 – Stats, facts + ANALYSIS & COMMENT

Fill in the cells marked \* with extra comment. theory-reference, use of media concepts & terms

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| --- | --- | --- |
| Question | answer | COMMENT, ANALYSIS, THEORY TIE-IN  e.g. Shirky, Hesmondhalgh, Frankfurt School, Gerbner, Hypodermic, UGT |
| What aspect of a film often has a commercial life of its own? | SOUNDTRACK | \* |
| an example of junk food merchandising / corss-promotion | HAPPY MEALS | \* |
| Online download platforms | AMAZON VIDEO, ITUNES  GOOGLE PLAY, DISNEY LIFE | \* |
| Online streaming platforms | NETFLIX, SPOTIFY i-Player | \* |
| JB67 became available as a video game in the 1990s | GAMEBOY (SEGA) | \* |
| Chris Anderson’s view that digital media can extend the sales of a product over time | LONG TAIL MODEL | \* |
| Companies working together to maximise revenue e.g. Disney & Virgin, Disney & McDonalds | SYNERGY | \* |
| How many times was JB67 re-released? | 3 RE-RELEASES | \* |
| Withdrawing a film to increase demand | VAULTING | \* |
| Main early indication of a film’s success | Opening weekend box office takings / ‘numbers’ | \* |
| First live action version of JB | 1994 |  |
| Year of JB2’s release | 2004 |  |
| VHS released | 1997 |  |
| DVD released | 2007 | \* |
| JB67’s budget | $4m | \* |
| JB67 US earnings  + Foreign | $142m  $64m |  |
| JB67 total global earnings | $200m |  |
| Most successful European market | Germany  $29m |  |