

COMPONENT 2 SECTION A: FILM

A large, illuminated castle with multiple spires and towers, set against a twilight sky with pink and purple clouds. The castle is reflected in a body of water in the foreground.

WALT DISNEY

MEDIA OWNERSHIP

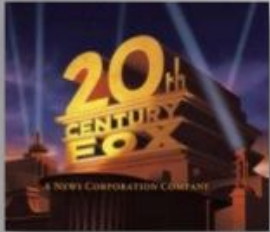
STARTER

Pick out 5 of the most important things you learn about the film industry in this video...



Mainstream film;

Production Companies – The Big 4



Mainstream films have a wide release, usually international. They have bigger budgets and more conventional narratives. They are usually Hollywood films made by one of the BIG 6.

83% of the films you watch are made by one of these companies (or its subsidiaries)



- Paramount dropped out in 2016
- Disney bought Fox in 2018

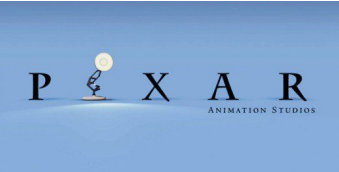
Oligopoly; a state of limited competition, in which a market is shared by a small number of producers or sellers

What does a Big 6 4 company look like?

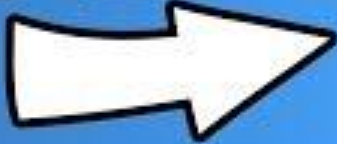
Disney

Conglomerate; a company that owns numerous companies involved in mass media enterprises, such as television, radio, publishing, motion pictures, theme parks, or the Internet.

Subsidiaries



WHY DISNEY BOUGHT FOX



The Big 6 Media Conglomerates;

The Big Picture | The media landscape in the U.S. is dominated by a handful of companies.

COMCAST

Disney

TimeWarner

21ST CENTURY FOX

CBS

VIACOM

KEY CABLE NETWORKS BROADCASTING FILM STUDIO CABLE SERVICE PARKS/RESORTS OTHER



*Includes Time Inc., which was spun off in June 2014.



MARKET CAP* **\$142.7 BILLION**

\$149.2

\$62.6

\$78.4

\$34.0

\$36.4

KEY PROPERTIES NBC, Telemundo, MSNBC, Bravo, Universal Pictures, Universal Parks & Resorts, Comcast Cable, Optimum

ABC, ESPN, Disney Channels, Walt Disney Studios, Pixar, Marvel Studios, Lucasfilm, Walt Disney Parks and Resorts

HBO, CNN, Cartoon Network, TNT, TBS, The CW (joint venture), Warner Bros. Pictures, DC Entertainment

FOX, Fox News, FX, National Geographic Channels (joint venture), Twentieth Century Fox, BSKyB

CBS, The CW (joint venture), Showtime, Simon & Schuster

Paramount Pictures, BET, Comedy Central, MTV, Nickelodeon

*Market caps as of July 15.

Note: Disney and Viacom fiscal years ended in September 2013; Fox fiscal year ended in June 2013. Total revenue may not equal sum of parts because of rounding or intercompany adjustments.

Sources: S&P Capital IQ; the companies; FactSet (market cap)

The Wall Street Journal

Media Survey

- Make a list of the last 10 TV shows you watched.
- Find out who produces each of them and produce a graph to show the proportions of each company.
- Do another graph showing where you viewed each (e.g. something could be produced by the BBC, but you watched it on Netflix.)
- Now do the same for the last 10 films you watched. One graph for who produced them, one graph for where you accessed them.
- Display your results in a pleasing way.

From Script to Screen;

Production



Scriptwriting
Producing
Directing
Editing
CGI
SFX
Set Design
Costume
Make-Up
Casting

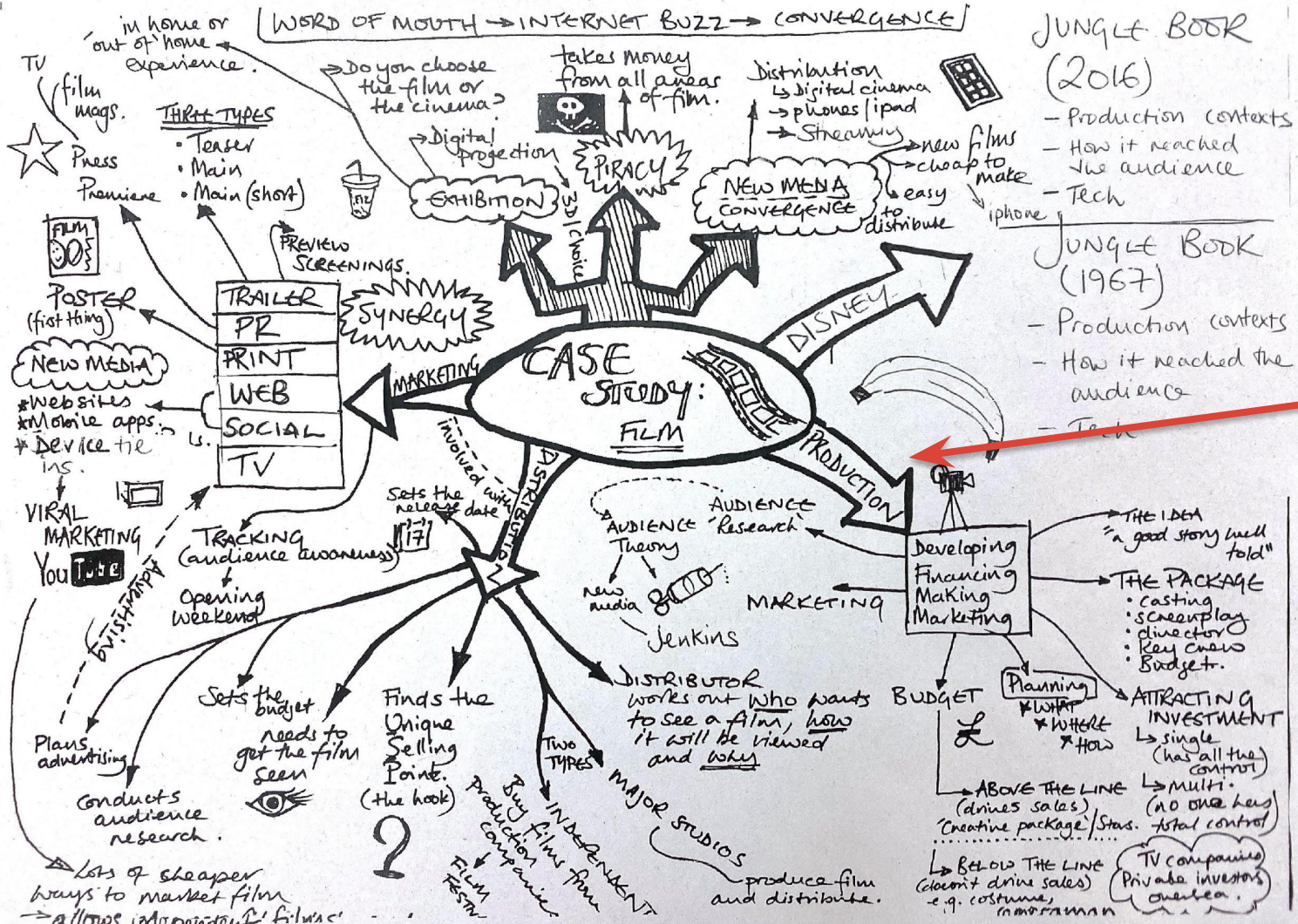
Distribution



Exhibition



NETFLIX



JUNGLE BOOK (2016)

- Production contexts
- How it reached the audience
- Tech

JUNGLE BOOK (1967)

- Production contexts
- How it reached the audience
- Tech



Types of Ownership;

Often a single parent company will own multiple companies in the film industry. This is divided into two types of ownership...



VERTICAL

The parent company owns multiple companies across different stages of the film industry

HORIZONTAL

The parent company owns multiple companies at the same stage of the film industry. These are called *subsidiaries*.

Production



Exhibition



Horizontal Integration;

When a company wishes to grow through a horizontal integration, it is looking to acquire a similar company in the same industry.

It may be seeking to increase its size, diversify its product offerings or services, achieve economies of scale, reduce competition, or gain access to new customers or markets.

Production



Distribution



Exhibition



What are the positives and negatives are of one company owning so much of the media industry?



Media Ownership Issues...

The effect on Indie film...

Production

wild bunch

Gaumont

FILM

DET DANSKE FILMINSTITUT

SPACE
ROCKET

Distribution

BROADGREEN
PICTURES



[Robbie Collin](#) of [The Daily Telegraph](#) gave the film five out of five stars, stating,

"When the film reaches its logical end point, Refn just keeps pushing, and eventually lands on a sequence so jaw-dropping – almost certainly a sly, glossy-magazine refashioning of Luis Buñuel and Salvador Dali's groundbreaking surrealist short *Un Chien Andalou* – that all you can do is howl or cheer."



Released in 2016
Budget \$7 Million

Box Office \$3.4 million

Media Ownership Issues...

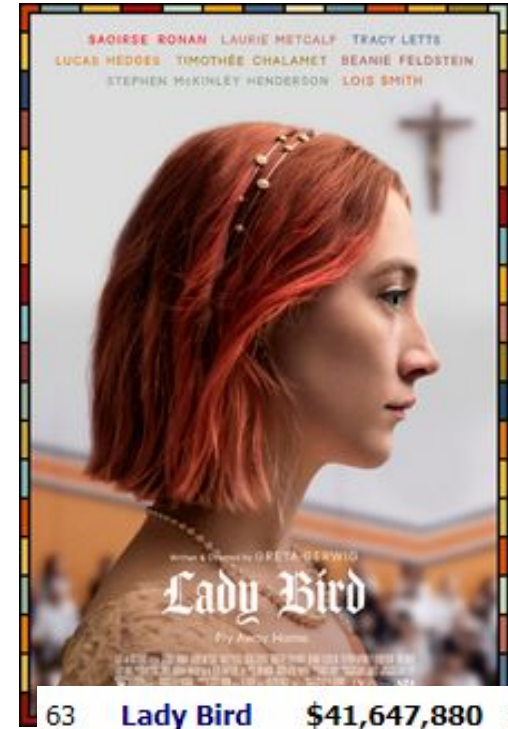
The effect on content diversity...

Rank	Movie Title (click to view)	Studio Artsploitati	Total Gross / Theaters	Opening / Theaters	Open	Close
1	Star Wars: The Last Jedi	BV	\$610,725,821 4,232	\$220,009,584 4,232	12/15	-
2	Beauty and the Beast (2017)	BV	\$504,014,165 4,210	\$174,750,616 4,210	3/17	7/13
3	Wonder Woman	WB	\$412,563,408 4,165	\$103,251,471 4,165	6/2	11/9
4	Guardians of the Galaxy Vol. 2	BV	\$389,813,101 4,347	\$146,510,104 4,347	5/5	9/21
5	Jumanji: Welcome to the Jungle	Sony	\$338,057,203 3,849	\$36,169,328 3,765	12/20	-
6	Spider-Man: Homecoming	Sony	\$334,201,140 4,348	\$117,027,503 4,348	7/7	11/30
7	It	WB (NL)	\$327,481,748 4,148	\$123,403,419 4,103	9/8	12/14
8	Thor: Ragnarok	BV	\$313,696,009 4,080	\$122,744,989 4,080	11/3	-
9	Despicable Me 3	Uni.	\$264,624,300 4,535	\$72,434,025 4,529	6/30	12/21
10	Justice League	WB	\$227,743,346 4,051	\$93,842,239 4,051	11/17	-
11	Logan	Fox	\$226,277,068 4,071	\$88,411,916 4,071	3/3	7/13
12	The Fate of the Furious	Uni.	\$226,008,385 4,329	\$98,786,705 4,310	4/14	8/10
13	Coco	BV	\$202,753,237 3,987	\$50,802,605 3,987	11/22	-
14	Dunkirk	WB	\$188,045,546 4,014	\$50,513,488 3,720	7/21	11/23
15	Get Out	Uni.	\$175,856,870 3,143	\$33,377,060 2,781	2/24	-
16	The LEGO Batman Movie	WB	\$175,750,384 4,088	\$53,003,468 4,088	2/10	6/8
17	The Boss Baby	Fox	\$175,003,033 3,829	\$50,198,902 3,773	3/31	11/2
18	Pirates of the Caribbean: Dead Men Tell No Tales	BV	\$172,558,876 4,276	\$62,983,253 4,276	5/26	9/21
19	Kong: Skull Island	WB	\$168,052,812 3,846	\$61,025,472 3,846	3/10	6/15
20	Cars 3	BV	\$152,901,115 4,256	\$53,688,680 4,256	6/16	11/2

Based on an existing Franchise

A remake

A new product



Top 10 Indie Films of all time



1. Make a list of all the Independent films you know of

2. Do you have any idea which indie film is the most successful indie film to date?

Indie Film = A film that is produced by a company not owned by the Big 6.

How technology is changing the game...



NETFLIX

amazon  **video**



Google Play
Movies & TV



Disney+

Disney + PIXAR + MARVEL + STAR WARS + NATIONAL GEOGRAPHIC

A new map...

- Re-create the mindmap, with reference to the new information you have and the rise of streaming.
- Good mindmaps have colour and pictures.
- You can use the original mindmap as a base – but it needs things added in.
- You will not be able to complete the ‘Jungle Book’ bits yet – leave room.

1999: The Internet:



In October of 1994
three student filmmakers disappeared
in the woods near Burkittsville, Maryland
while shooting a documentary...

A year later their footage was found.

HAYAN
FILMS

Budget: \$60,000

Box Office: \$248.6 million

THE BLAIR WITCH PROJECTTM

Everything you've heard is true.

M O M E N T S

T H A T

CHANGED

T H E M O V I E S

•

ACADEMY ORIGINALS



COMPONENT 2 SECTION A: FILM



WALT DISNEY

THE WALT DISNEY CO.

Starter

How much do you know
about Disney?

Mindmap your thoughts





Film

Set Texts:

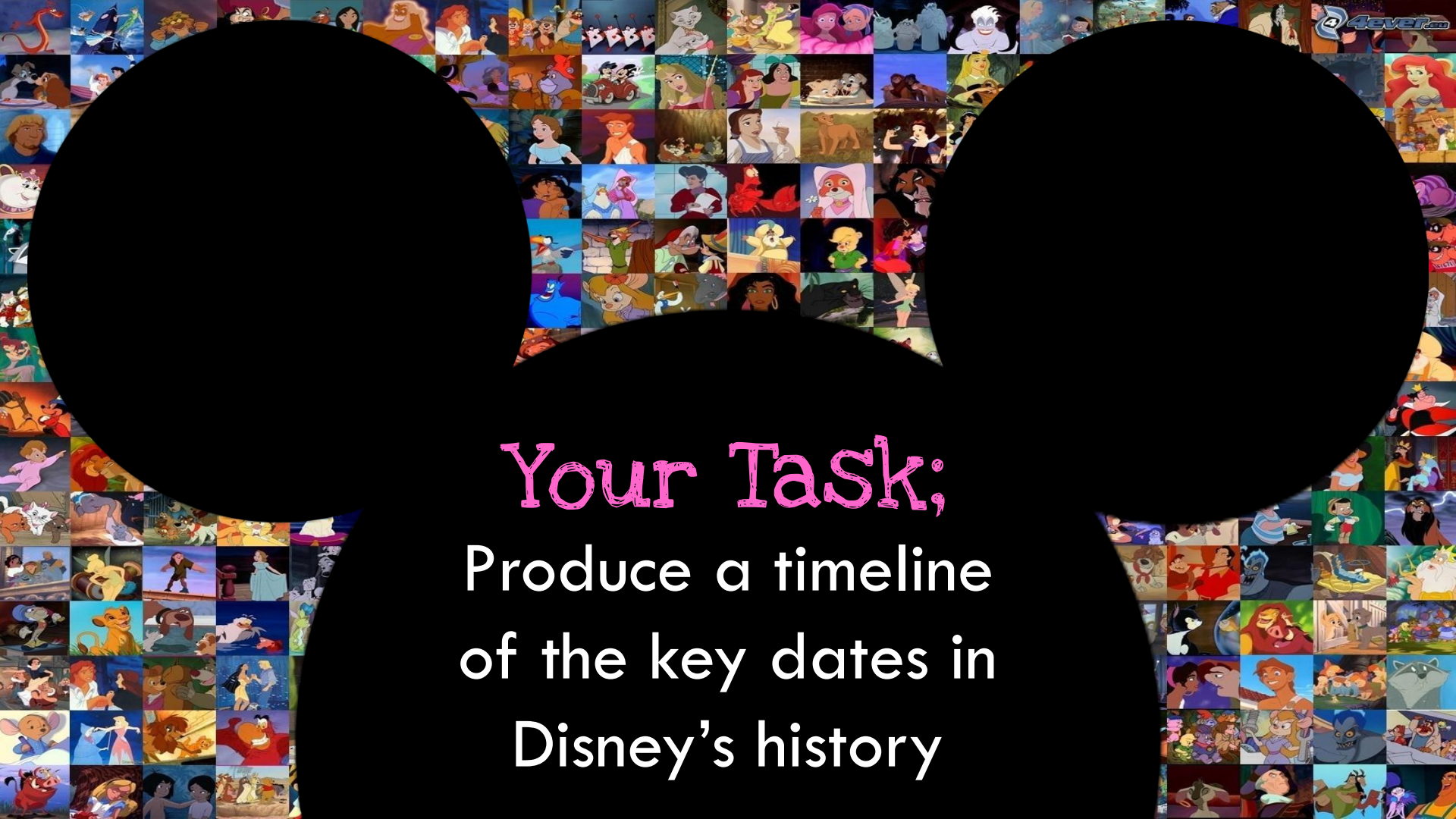
Jungle Book 1967

Jungle Book 2016

What we will explore:

INDUSTRY

HISTORICAL &
ECONOMICAL CONTEXT



Your Task;

Produce a timeline
of the key dates in
Disney's history

Elias Walt Disney

1901-1966



Oswald the Lucky Rabbit

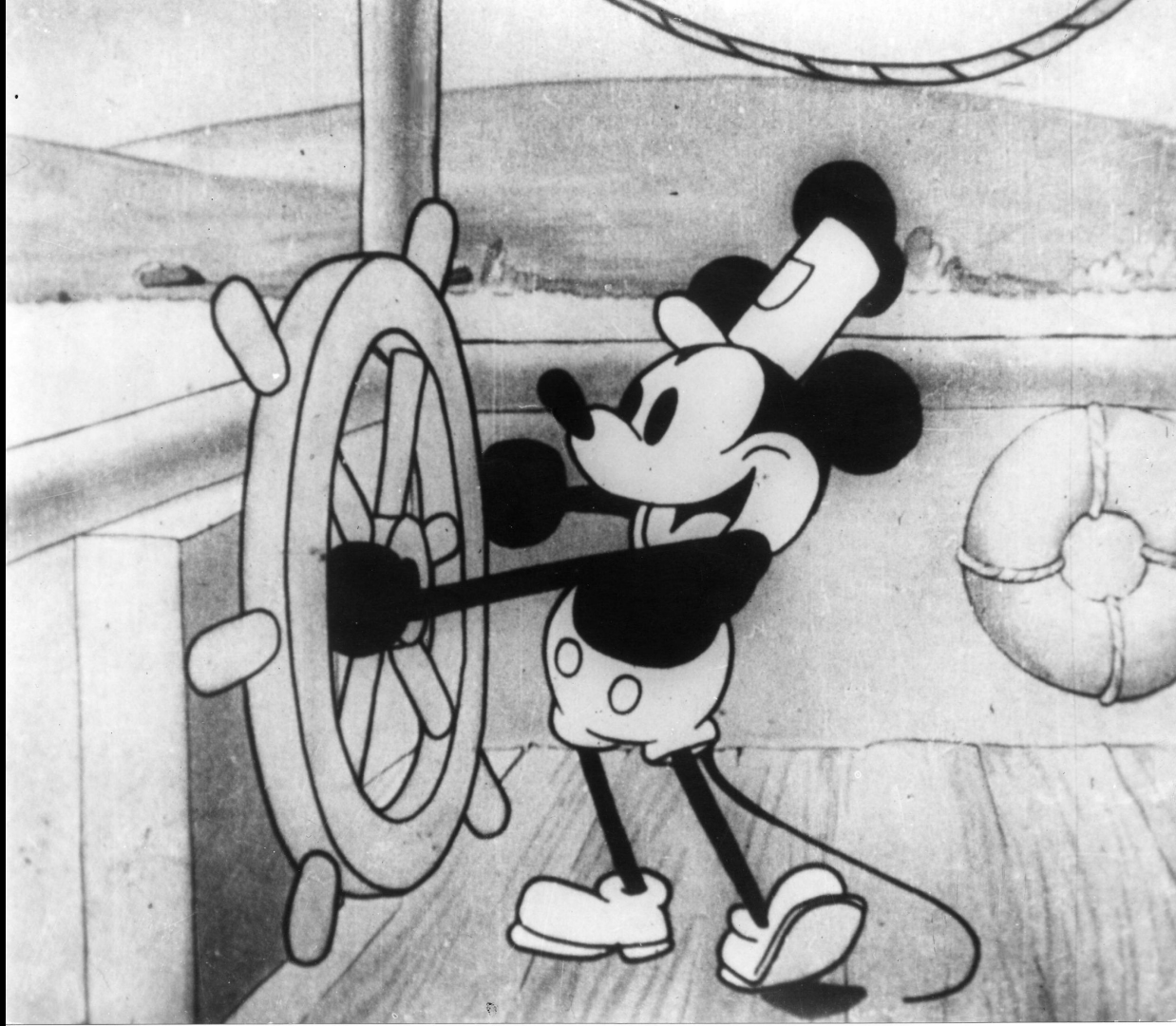
In the 1920's Disney and his brother Roy moved to Hollywood along with friend and colleague Ubbe Eert Iwerks, and the three began the Disney Brothers' Studio. Their first deal was with New York distributor Margaret Winkler, to distribute their 'Alice in Cartoonland' cartoons and a character called 'Oswald the Lucky Rabbit'. A few years later, Disney discovered that Winkler and her husband, Charles Mintz, had stolen the rights to Oswald, along with all of Disney's animators, except for Iwerks.

Clear the way for
the screen's biggest
little star in his
newest knockout —
"THE CANDY HOUSE"



Mickey Mouse

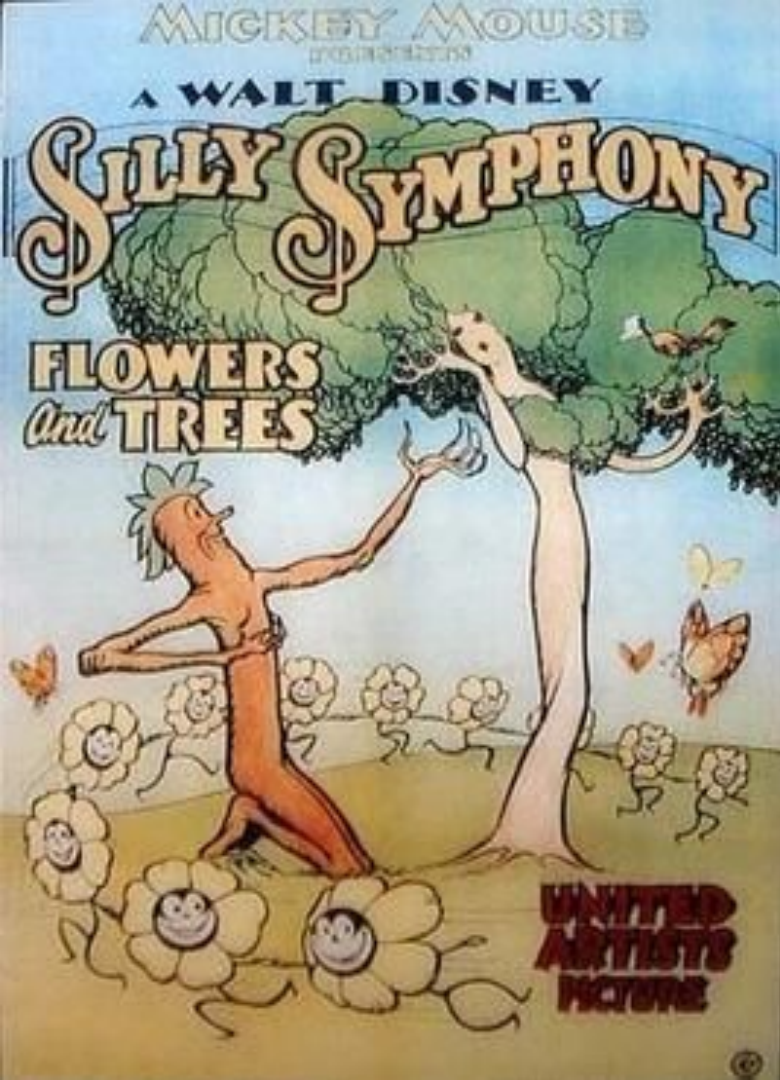
Right away the Disney brothers and Iwerks produced three cartoons featuring a new character; Mickey Mouse. The first animated shorts featuring Mickey were *Plane Crazy* and *The Gallopin' Gaucho*, both silent films for which they failed to find distribution. When sound made its way into film, Disney created a third, sound-and-music-equipped short called *Steamboat Willie*. With Walt as the voice of Mickey, the cartoon was an instant sensation.





Steamboat Willie

1928



The Silly Symphonies

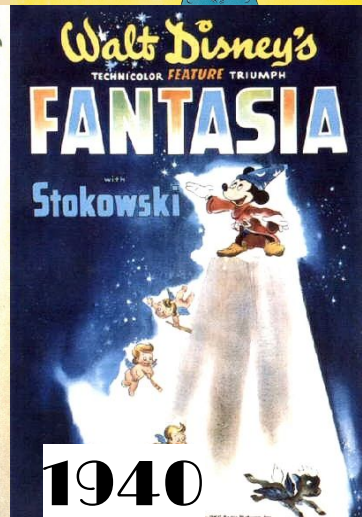
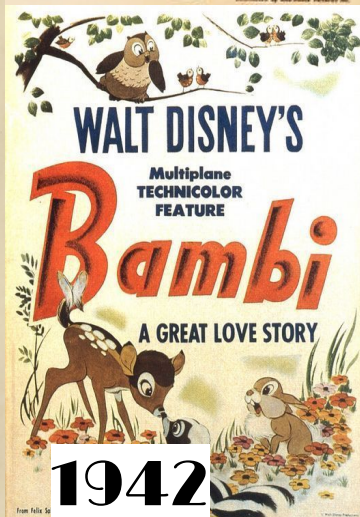
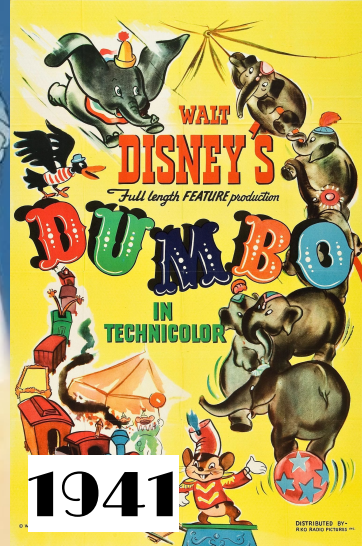
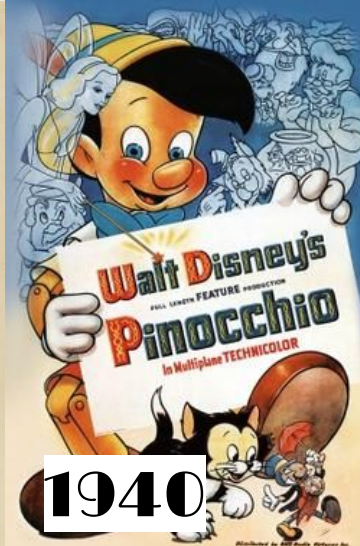
In 1929, Disney created *Silly Symphonies*, which featured Mickey's newly created friends, including Minnie Mouse, Donald Duck, Goofy and Pluto. One of the most popular cartoons, *Flowers and Trees*, was the first to be produced in color and to win an Oscar

The Three Little Pigs

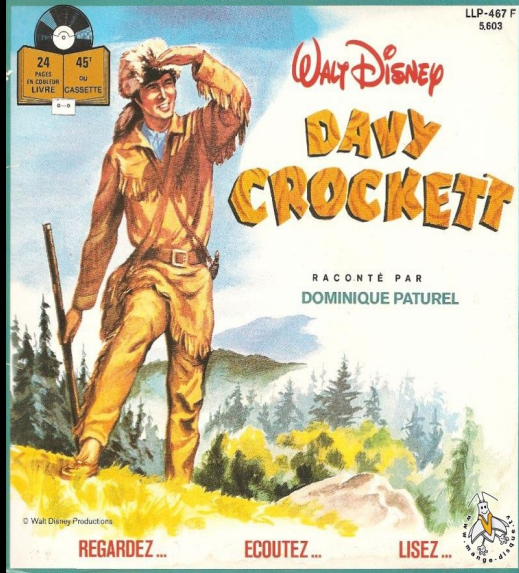
1933



Feature
Length
Animation



TV Entertainment





Disneyland

1955

WALT DISNEY'S

MARY POPPINS

**JULIE ANDREWS
DICK VAN DYKE**



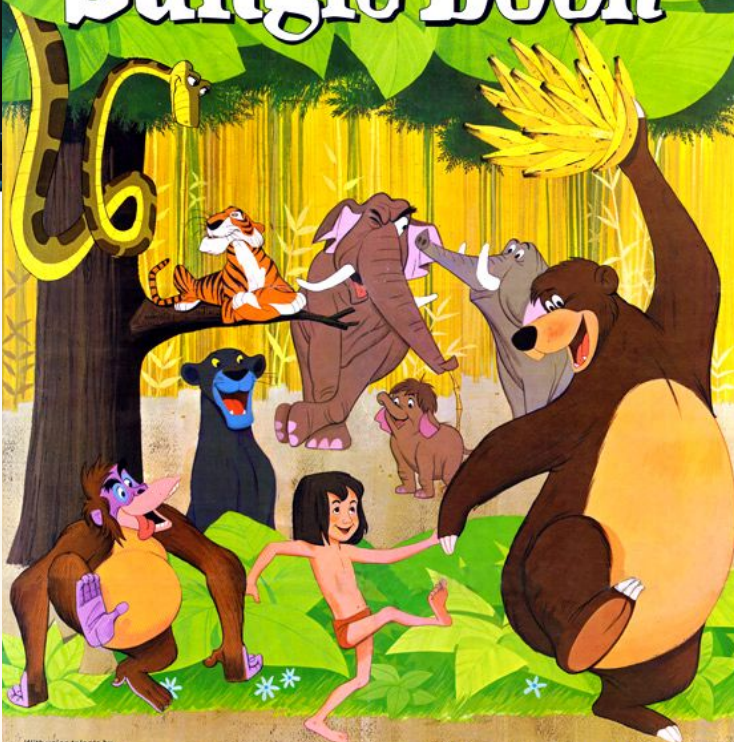
DAVID TOMLINSON · GLYNIS JOHNS

HERMIONE BADDELEY · DOTRICE · BARBER · LANCHESTER · TREACHER · OWEN · ED WYNN **TECHNICOLOR®**

Screenplay by **BILL WALSH · DON DA GRADI** · Based on the story by **P.L. TRAVERS · BILL WALSH · ROBERT STEVENSON** · Released by BUENA VISTA Distribution Co., Inc. ©1964 Walt Disney Productions

The Jungle is JUMPIN'!

Walt Disney presents The **Jungle Book**



With voice talents by
Harris Sebastian **CABOT** Louis **Prima** George **sanders** Sterling **HOLLOWAY**
"Baloo" the Bear "Bagheera" the Panther "King Louie" the Ape "Shere Khan" the Tiger "Kaa" the Snake

**Disney's
last
movies...**

To Infinity and Beyond: Disney After Walt's Death

The Legacy

In December 1966, Walt Disney died of Lung Cancer. His brother Roy O. Disney oversaw the building and financing of Walt Disney World until he died late in 1971, and for the next decade the Company was led by a team including Card Walker, Donn Tatum and Ron Miller — all originally trained by the Disney brothers. After Roy's death, his son continued his involvement with the brand until 2006.

[Further Reading](#)





Touchstone Pictures

Moviemaking was changing in America in the early 1980s. Audiences were diminishing for the family films that had been the mainstay of the Company for many years, and Disney was not meeting the competition for films that attracted the huge teenage and adult market. To reverse that trend, Disney established a new label, Touchstone Pictures, with the release of *Splash* in 1984.



The 90's

Disney animation began reaching even greater audiences, with *The Little Mermaid* being topped by *Beauty and the Beast* which was in turn topped by *Aladdin* (1992). The Disney Channel and the Disney Store also grew to record heights.



Disney
THE LITTLE
MERMAID

<https://www.youtube.com/watch?v=-pkhvaq54m4>

Animation 2.0

Toy Story, the world's first computer animated feature film, was produced by Pixar for Walt Disney Studios. 1995

Pixar began in 1979 as the Graphics Group, part of the Computer Division of Lucasfilm before it was acquired by Apple Computer co-founder Steve Jobs in 1986. The Walt **Disney** Company bought **Pixar** in 2006 at a valuation of \$7.4 billion





In 2006, Robert A Iger took over as CEO of the Walt Disney Company.

He has overseen the acquisitions of Pixar, Marvel, Lucas Film and 21st Century Entertainment



Disney

OWNS EVERYTHING

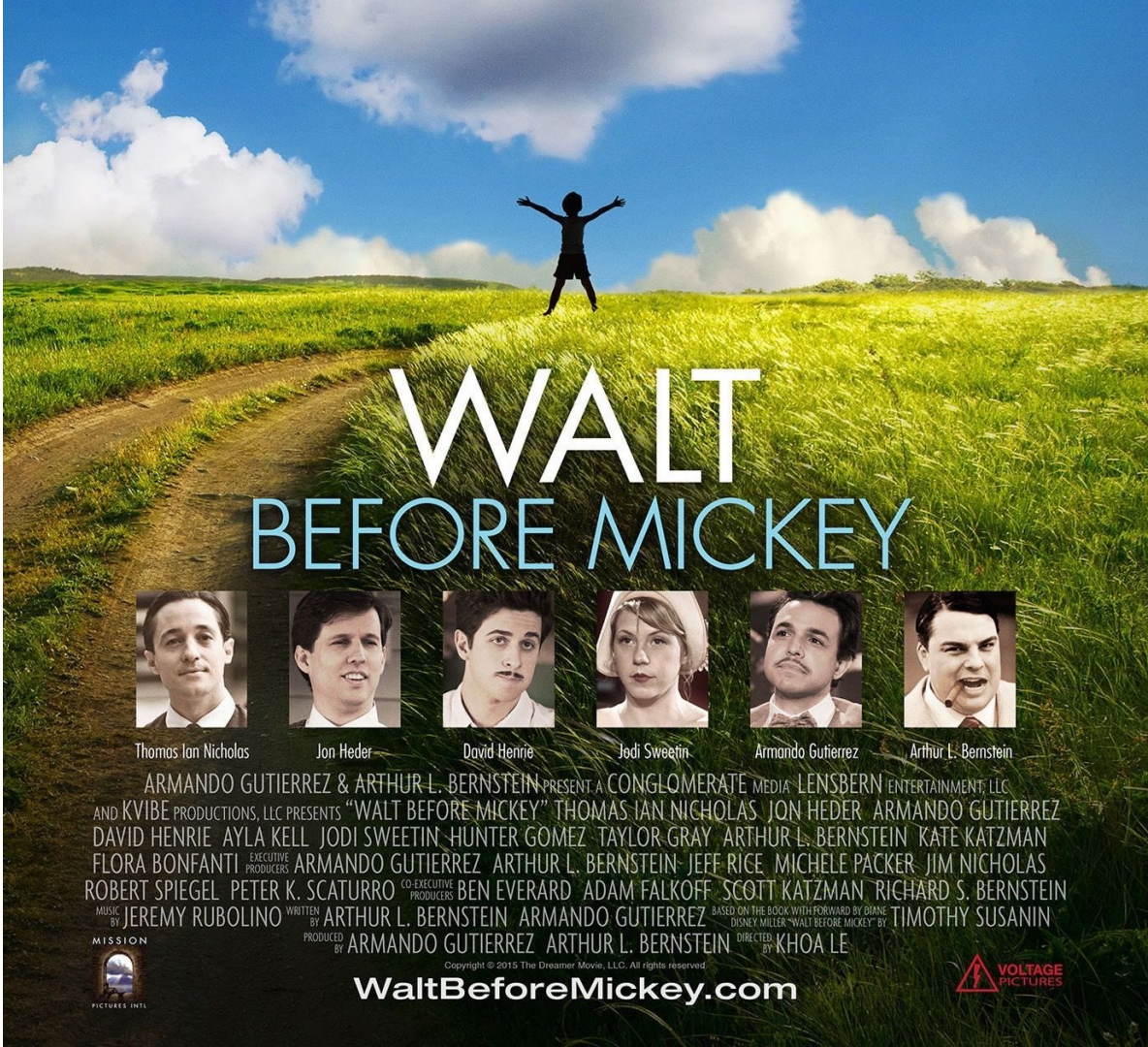
EMMA THOMPSON
 TOM HANKS
 PAUL GIAMATTI
 JASON SCHWARTZMAN
 AND COLIN FARRELL



Disney
SAVING MR. BANKS

WHERE HER BOOK ENDED, THEIR STORY BEGAN.

Disney presents EMMA THOMPSON TOM HANKS "SAVING MR. BANKS" a BUENA VISTA/ESSENTIAL MEDIA AND ENTERTAINMENT PRODUCTION IN ASSOCIATION WITH BUC FILMS AND HOPSCOTCH FEATURES
 A JOHN LEE HANCOCK FILM PAUL GIAMATTI JASON SCHWARTZMAN BRADLEY WHITEFORD AND COLIN FARRELL CASTING BY MATT SULLIVAN COSTUME DESIGNER DANIEL ORLANDO HAIR AND MAKEUP LINDSEY A.C.E.
 EXECUTIVE PRODUCERS MICHAEL CHRENKOWITZ PRODUCED BY JON SCHWARTZMAN AND JONATHAN WILSON WRITTEN BY PAUL TROTTIS CHRISTINE LANCAN ANDREW MARSON TROY LOM PRODUCED BY AUSTIN OWEN, P.G.A. IAN COLLIE PHILIP STEFFEN
 EDITOR KELLY MARCEL AND SUE SMITH
 CHRISTMAS
 PRODUCED BY JOHN LEE HANCOCK Facebook.com/SavingMrBanks Disney



**WALT
 BEFORE MICKEY**



Thomas Ian Nicholas



Jon Heder



David Henrie



Jodi Sweetin



Armando Gutierrez



Arthur L. Bernstein

ARMANDO GUTIERREZ & ARTHUR L. BERNSTEIN PRESENT A CONGLOMERATE MEDIA LENSBERN ENTERTAINMENT, LLC
 AND KVIBE PRODUCTIONS, LLC PRESENTS "WALT BEFORE MICKEY" THOMAS IAN NICHOLAS JON HEDER ARMANDO GUTIERREZ
 DAVID HENRIE Ayla Kell JODI SWEETIN HUNTER GOMEZ TAYLOR GRAY ARTHUR L. BERNSTEIN KATE KATZMAN
 FLORA BONFANTI EXECUTIVE PRODUCERS ARMANDO GUTIERREZ ARTHUR L. BERNSTEIN JEFF RICE MICHELE PACKER JIM NICHOLAS
 ROBERT SPIEGEL PETER K. SCATURRO CO-EXECUTIVE PRODUCERS BEN EVERARD ADAM FALKOFF SCOTT KATZMAN RICHARD S. BERNSTEIN
 MUSIC BY JEREMY RUBOLINO WRITTEN BY ARTHUR L. BERNSTEIN ARMANDO GUTIERREZ BASED ON THE BOOK "WALT BEFORE MICKEY" BY TIMOTHY SUSANIN
 PRODUCED BY ARMANDO GUTIERREZ ARTHUR L. BERNSTEIN DIRECTED BY KHOA LE

MISSION



PICTURES INTL

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WaltBeforeMickey.com



Media Ownership Issues...

The effect on audiences...



[10 political messages you didn't realise were hidden in Disney movies](#)

[How Disney is cultivating our children's imaginations](#)

Out-Dated Cultural Depictions

- <https://www.theguardian.com/film/2019/nov/14/disney-attaches-warnings-of-outdated-cultural-depictions-to-classic-films>

DISNEY DUDES



The effects of a global audience

The recent remake of 'Beauty & The Beast' caused controversy for portraying an openly gay man.

An Alabama theater boycott the movie, Russia banned kids younger than 16 from seeing it, Malaysian censors' requested to remove the corresponding scene, and comment boards are littered with conservative outrage.



