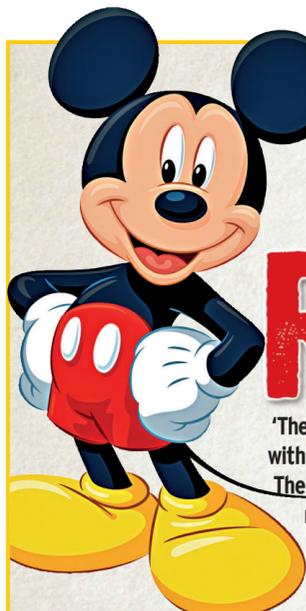


MOVIES



# THE MOUSE ROARS

'The Lion King' became Walt Disney Co.'s fifth blockbuster with the digital remake grossing \$185 million at the box office. The movie is poised to become the most successful Disney remake ever. We find out how this company continues to maintain its stranglehold on the box office with each new offering



MOOLAH RULES

Disney movies have been Top Worldwide grosser for last five years

2019	Avengers: Endgame - \$2.78 bn
2018	Avengers: Infinity War - \$2.05 bn
2017	Star Wars: The Last Jedi - \$1.33 bn
2016	Captain America: Civil War - \$1.15 bn
2015	Star Wars: The Force Awakens - \$2.07 bn

SOURCE: BOX OFFICE MOJO

According to critics, at least two more guaranteed blockbusters are on the way - 'Frozen 2' (in November) and 'Star Wars: The Rise of Skywalker' (December)

DOES LOCALISED DUBBING

MAKE MOVIES GLOBAL

Dubbing has helped movies that were originally nation-specific; but they have become much more appealing to a global audience at this juncture. Viewers can understand what is being said and relate to the story as the dialogues are spoken in their own language.

- AYUSH BASU SENGUPTA, Class XI, DPS Ruby Park, Kolkata

Movies that revolve around a certain country or culture attract people who want to learn about them. What was stopping them was the language barrier and subtitles. Dubbing helps this audience and attracts more global attention.

- PIUSHI AJWANI, class IX, JNS, Mumbai

Movies that are nation/culture specific become global because they are being produced locally. Local languages touch our emotions deeper than other languages that we know, no matter how good we are at them.

- SUDHIKSHA I, class X, Carmel School - Padmanabha Nagar, Bengaluru

Dubbed movies are becoming more popular in India as they help people who are not familiar with the language to watch and understand these movies. I am excited because I can watch these classics with my grandparents

- DHARANIPRIYAA S, class XII, SVM Sr. Sec. School, Coimbatore

Localised dubbing of films and their live action remakes by stars makes for wider exposure. SRK and Aryan Khan lending their voice to the characters makes the audience connect to the movie through previous association, as well as a personal connection to the story.

- UDISHA TIWARI, IX, CMS Gomti Nagar

Local dubbing is a logical and good approach for animation movies. By getting A-list people to do the dubbing is like icing on cake. Also, there is a connect that people have with their local lingo.

- PRACHI BALANI, class X, Rachana School, Ahmedabad

'Bahubali' is a good example of how localised production works for the company and the film. As it was dubbed in different languages, it appealed to more people than it would have otherwise. China is a good market for localised movies too.

- SHARANYA PATNAIK, Class IX, Mother's International School, Delhi

THE JOURNEY...

- ▶ Disney has been in India for 26 years, starting with a JV with Modi Enterprises in August 1993
- ▶ Wholly owned India subsidiary was formed in July 2004
- ▶ Disney suffered losses from some of its Hindi movies produced locally. It restructured its operations in 2016
- ▶ It opted for wider releases of its Hollywood movies - many of them aimed at children - and dubbing them in regional languages like Tamil and Telugu, apart from Hindi

- ▶ Disney used big Indian stars like Shah Rukh Khan (and his son Aryan) for 'Incredibles' and 'The Lion King'; Kajol for 'Incredibles 2'; Varun Dhawan for 'Captain America'; Rana Daggubati for the Telugu dubbed version of Thanos
- ▶ Under Disney's umbrella are titles from Marvel's Cinematic Universe, remakes of classics like 'The Jungle Book', 'Beauty and the Beast' and the latest release, 'The Lion King'. It also owns Pixar's Toy Story franchise, and Lucas Films' Star Wars franchise

- ▶ Disney has succeeded due to great marketing and smart localisation of Hollywood hit content
- ▶ By virtue of the acquisition of 21st Century Fox assets by The Walt Disney Company, Disney's India unit has taken over a much bigger Star India
- ▶ Disney India is now the country's largest diversified entertainment company with interests in film entertainment, TV broadcast, digital (video streaming) and sports

In 2016, the studio set a worldwide box office record for annual gross with \$7.6 billion. With five new releases in 2019 so far, Disney has already earned \$5.7 billion and with 'The Lion King', 'Maleficent: Mistress of Evil', 'Frozen II' and 'Star Wars: The Rise of Skywalker' still to come, there's little doubt it will shatter its own record. In 2019 alone, the production company has released massive hits - 'Captain Marvel', 'Avengers: Endgame', 'Toy Story 4' and 'Aladdin', with 'Dumbo' as its only misfire. 'Avengers: Endgame' became the top-grossing movie of all time at the worldwide box office, collecting nearly \$2.8 billion. According to critics, at least two more virtually guaranteed blockbusters are on the way, namely, 'Frozen 2' (tentatively to be released in November) and 'Star Wars: The Rise of Skywalker' (December).

What makes it tick? "Clever strategising, striking at the right moment and making some very smart market decisions," says film trade analyst Kriti Adarsh. "From their acquisitions to their re-inventing different ways to entertain, Disney has got things working for them. As for the movies, they run into guaranteed profits because they live on in pop culture" she adds.

Buy buy competition

In March 20, 2019, the production company officially acquired all the media



assets of 21st Century Fox for \$71.3 billion, making it the largest media giant. Pixar, Marvel, and the Star Wars empire were already a part of Disney's empire, but it is this acquisition that brings Marvel Entertainment into Disney's banner along with the 'X-Men', 'Fantastic Four', and 'Deadpool' franchises. The deal also brings FX Networks and National Geographic, in addition to the streaming platform Hulu under Disney (with a controlling share of 60 per cent).

The production company has been toying with the idea of launching its own streaming service to give competition to Netflix, which has licensed several movies of the Disney library such as 'Captain Mar-

vel'. This will give Disney a holistic edge over all things entertainment. Disney+ is an over-the-top subscription video on-demand service owned and operated by the Walt Disney Direct-to-Consumer & International division of the company. It is set to launch in November 2019. This, analysts believe, is another idea that works. "A good lesson in strategising indeed," said TN Sriram, a TV analyst from Chennai. The other factor that works as an advantage to the company is its will to be innovative.



Think global, act local

Most of the films under the banner were global stories, with universal values. This is why they appealed to a larger section of the audience. "You may attribute the trend to rising awareness of global stories through the internet, and higher disposable incomes in developing countries which allowed greater inclination, especially among younger audiences, to try different stories," added Sri-

ram. Disney's first attempt in a local language was with 'The Jungle Book' (2016). In the last three years, the footprint of audiences that Disney reached out to - with its Hollywood productions - has increased ten-fold. With big names like Shah Rukh Khan and Aryan backing the Hindi language 'The Lion King', it looks like Disney has a win-win situation at hand. Yet again.

So, what makes regional language dubbing a game changer? "Most people can relate to the characters better if they understand the language they speak. To be honest, most of the emotions are lost when you are looking at the subtitles. Regional dubbing makes sure that your protagonist reaches his audience without the help of any third party. I am excited to be a part of this huge universe ('The Lion King')," said actor Shah Rukh Khan at an event.

Innovations galore

After the success of 2010's 'Alice in Wonderland', Disney has discovered a winning strategy for its live action division



OUT OF TOP 10 HOLLYWOOD FILMS IN INDIA, 5 ARE FROM DISNEY

1	Avengers: Endgame	₹373.22 crore
2	Avengers: Infinity War	₹227.43 crore
3	The Jungle Book	₹188 crore
4	Fast & Furious 7*	₹108 crore
5	Jurassic World*	₹101 crore
6	Fast And Furious 8*	₹86.23 crore
7	Captain Marvel	₹84.36 crore
8	Jurassic World: Fallen Kingdom*	₹82.60 crore
9	Mission: Impossible - Fallout*	₹80.20 crore
10	Avengers: Age Of Ultron	₹80 crore

\* NON DISNEY FILMS SOURCE: BOLLYWOOD HUNGAMA

Disney is number 1 in non-Indian films' box office collections as well

JULY 26, 2019 MUST SEE MUST DO

TELEVISION



■ **THE BAKER SISTERS, FYI TV18, 3.00 PM:** Rachel Smith and Jean Parker visit restaurants that serve the most scrumptious desserts and later meet an expert baker who demonstrates delicious recipes.

■ **100 DAYS 100 TALES, ANIMAL PLANET, 5.00 PM:** The host observes various species of wild animals to understand their behaviour and how they survive in their natural habitat.

■ **SHIFTING GEARS WITH AARON KAUFMAN, DISCOVERY TURBO, 7.00 PM:** Aaron Kaufman along with his exceptional team build custom cars and test their performances by taking them out on the road.

■ **HOW TO?, DISCOVERY SCIENCE, 8.00 PM:** Experts put the world's most famous diamond to the test, show how they are formed and if man-made diamonds can fool them.

■ **SAVAGE KINGDOM, NAT GEO WILD, 9.00 PM:** Clans of lions, hyenas, leopards and wild dogs clash against one another over limited resources and territorial authority in the African continent.

MOVIES ON TV

■ **HARRY POTTER AND THE DEATHLY HALLOWS: PART 1, HBO, 3.04 PM:** After Voldemort takes over the Ministry of Magic, Harry, Ron and Hermione are forced into hiding. They try to decipher the clues left to them by Dumbledore to find and destroy Voldemort's Horcruxes.

■ **THE HUNGER GAMES: CATCHING FIRE, & FLIX, 3.15 PM:** Katniss is advised by President Snow to participate in a special edition of the Hunger Games that will feature all its previous winners in order to eliminate her, due to her influential nature.



■ **CAPTAIN UNDERPANTS: THE FIRST EPIC MOVIE, STAR MOVIES, 7.10 PM:** Two naughty fourth-graders, George and Harold, hypnotise their principal Benjamin Krupp and convince him that he is Captain Underpants, a superhero.

■ **THE CHRONICLES OF NARNIA: THE LION, THE WITCH AND THE WARDROBE, MNX, 9.00 PM:** While playing, Lucy and her siblings find a wardrobe that lands them in a mystical place called Narnia. Here they realise that it was fated and they must now unite with Aslan to defeat an evil queen.

THIS DAY THAT YEAR

- 1775: A postal system was established by the 2nd Continental Congress of the United States. The first postmaster general was Benjamin Franklin.
- 1856: Irish dramatist George Bernard Shaw was born in Dublin, Ireland.
- 1874: Revolutionary freedom fighter and social reformer Rajarshi Shahu Chhatrapati was born.
- 1907: The Chester was launched. It was the first turbine-propelled ship.
- 1908: U.S. Attorney General Charles J. Bonaparte issued an order that created an investigative agency that was a forerunner of the FBI.
- 1993: Mars Observer took first photo of Mars, from 5 billion km.
- 1999: Kargil War ended.
- 2005: Space Shuttle program: STS-114 Mission - Launch of Discovery, NASA's first scheduled flight mission after the Columbia Disaster in 2003.
- 2018: Observation of a black hole by The Very Large Telescope in Chile proved Albert Einstein's prediction of "gravitational redshift", published in "Journal Astronomy & Astrophysics".

TAKE 5 WITH SIDHARTH

Actor Sidharth Malhotra opens up about his journey in Bollywood

What is an important quality in an actor?

1 It is the urge to learn and grow with every performance. An actor should never be satisfied. I personally am never satisfied. Learning from your experience with every film and improving upon it is an essential quality that every actor must possess. The day an actor or an actress thinks they have achieved everything, they become stagnant.

Your inspiration?

2 My favourite actor Tom Hanks. He is the epitome of talent, brains and a sense of humour - all in a good mix. I have learnt to never take my profession for granted. He inspires me to give my best.

Is it difficult for a newcomer to make it big in Bollywood?

3 These days, luckily, things are changing. People are encouraging and welcoming newcomers. A lot of directors and producers are

launching new faces. There are many opportunities now compared to the situation earlier. If you really deserve it, you just need to be patient and when the time is right, you will get it.

Do you think a godfather is important?

4 I don't think it is so important. I think somewhere it might just make your first step a little easier for you. Your first opportunity might come to you easily, but ultimately, talent is what really matters. If you are talented, you will be noticed. If not, you might just get a few opportunities initially but in the end you have to stand up for yourself.

What do you look for in a script?

5 Language doesn't make a difference but ultimately a good script and a strong role is what I would want as an actor.

