

## Disney Plus – Week 9

### Post one (original contribution):

Why has Disney set the price for streaming Mulan at \$US30 on top of the Disney+ subscription fee of \$US7 (\$34.99 and \$8.99 in Australia)? Do they believe the price elasticity of demand for Mulan to be elastic or inelastic, and why? This post should be between 100 and 150 words.

Disney has the price for streaming Mulan at \$US30 on top of the subscription fee to help cover the around \$200 million it cost to make. They believe that the price elasticity for Mulan is inelastic or at the very least not very elastic and therefore have charged an additional \$30 for the movie. They believe that even by charging this high amount, the demand for Mulan will not fall and hence their total revenues will increase. I however believe it to be more elastic than Disney is believing it to be. I do not see people spending \$30 USD to watch a movie on Disney+ while there are movies that they are offering for free even if it is a new release. Disney believes that the demand for Mulan is at the least relatively inelastic however, I believe they will be unpleasantly surprised by the real elasticity of the demand.

### Post two (peer reflection):

Reply to one of your classmate's original posts and reflect on their contribution (i.e. do you agree or disagree? Why?). Alternatively, you may reflect on any themes emerging from some or all the original posts. Be sure to support the contents of this post with your knowledge of economics. This post should be between 100 and 150 words.

Disney has set the price for streaming Mulan at \$US30 on top of subscription fees is due to the loss they are experiencing from the coronavirus. It is known that the cost of Mulan would be \$US200million, and this really took a hit on Disney as cinemas are shut down. Which ultimately lead to the decision of streaming Mulan at an extra rate on the website. Also, they think that the price elasticity of demand for Mulan to be inelastic due to the lack of competition they have as they are the only platform owning Mulan. This explains the high markup as they believe that the demand won't be lost as they are not so cost-sensitive. Another reason would be the virus, spyware, and the nonstop low-quality advertising on the illegal third-party websites that streams movies for free. This would need people to stream movies legit, thus making Disney the only place to stream Mulan.

Disney has decided to charge the \$30 USD and subscription fees to offset the \$200 million that was spent on the movie. I agree with the above post that Disney believes that the demand for Mulan would be inelastic and that is why they were able to charge an additional \$30 in the US which is more than 4 times the monthly subscription cost. While it is true that Disney+ is the platform that owns Mulan, and many are wary of other websites that would stream it for free I believe that Disney has overestimated the actual demand of Mulan and hence will be surprised to find that the hefty price will turn away many prospective viewers.

# Disney Plus This Week Tutorial

**S Marginson**



## Disney Plus This Week Tutorial:

*The Unofficial Guide to Walt Disney World with Kids 2017* Bob Sehlinger, Liliane J. Opsomer, Len Testa, 2016-08-22 The Unofficial Guide to Walt Disney World with Kids is JAM PACKED with useful tips great advice excellent discussion and practical travel knowledge gleaned from years of Walt Disney World travel experience In this guidebook the authors Bob Sehlinger and Liliane Opsomer specifically address the needs of kids with in some cases research and input from kids Len Testa leads an experienced team of researchers whose work has been cited by such diverse sources as USA Today and Operations Research Forum The Unofficial Guide to Walt Disney World with Kids digs deeper and offers more specific information than any other guidebook This is the only guide that explains how to make every minute and every dollar of your vacation count With advice that is direct prescriptive and detailed it takes the guesswork out of your family vacation Step by step detailed plans allow you to visit Walt Disney World with your children with absolute confidence and peace of mind

*Unofficial Guide to Walt Disney World For Grown-Ups* Eve Zibart, David Hoekstra, 2009-10-26 In 2008 combined Walt Disney World Resort theme park attendance reached over 51 million with The Magic Kingdom alone drawing over 17 million visitors Orlando Convention and Visitor Bureau Walt Disney World Resort theme parks are rated best in the world earning high marks for things outside of the traditional theme park experience Epcot's International Food Wine Festival which takes place for six weeks every fall and showcases food from twenty five countries was rated by Forbes Traveler as one of the Best U S Food and Wine Festivals Walt Disney World Resort earned a Silver Award making the list of the best 45 resort golf courses from Golf Magazine golf.com

**Weekly Guide to Selected Pictures** National Board of Review of Motion Pictures (U.S.), 1941 *TV Guide*, 1992 **Insight Guides Florida (Travel Guide eBook)** Insight Guides, 2018-03-01 Insight Guides all you need to inspire every step of your journey With 1 800 miles of gorgeous coast more than 300 sunny days a year and many of the world's best theme parks it's no surprise that Florida is one of the world's top holiday destinations Whether you are looking for Art Deco style in Miami family friendly fun at Disneyworld or the splendour of nature in the Everglades there's something in Florida for everyone and this thoroughly overhauled new edition of Insight Guide Florida will guide you on your way Over 336 pages of insider knowledge from local experts In depth on history and culture from Floridian cuisine to local visual and performing arts Enjoy special features on Art Deco and the ecology of the Everglades Includes innovative extras that are unique in the market all Insight Guides to countries and regions come with a free eBook and app that's regularly updated with new hotel bar restaurant shop and local event listings Invaluable maps travel tips and practical information ensure effortless planning Inspirational colour photography throughout Inventive design makes for an engaging reading experience About Insight Guides Insight Guides has over 40 years experience of publishing high quality visual travel guides We produce around 400 full colour print guide books and maps as well as picture packed eBooks and apps to meet different travellers needs Insight Guides unique combination of beautiful travel photography and focus on history and culture

together create a unique visual reference and planning tool to inspire your next adventure     *Business week's guide to personal business* Joseph L. Wiltsee,1970     **Journal of Health, Physical Education, Recreation** ,1956     **The Publishers Weekly** ,2003     **The Film Weekly** ,1942     **Readers' Guide to Periodical Literature** Anna Lorraine Guthrie,Bertha Tannehill,Neltje Marie Tannehill Shimer,1904 An author subject index to selected general interest periodicals of reference value in libraries     **The Rotarian** ,1998-03 Established in 1911 The Rotarian is the official magazine of Rotary International and is circulated worldwide Each issue contains feature articles columns and departments about or of interest to Rotarians Seventeen Nobel Prize winners and 19 Pulitzer Prize winners from Mahatma Ghandi to Kurt Vonnegut Jr have written for the magazine     **Audio-visual Resources Guide** National Council of the Churches of Christ in the United States of America. Division of Christian Education. Department of Audio-Visual and Radio Education,1960     Physiotherapy ,1993     *The New York Times Magazine* ,1971     **Publishers Weekly** ,1985     **Computer Buyer's Guide and Handbook** ,1991     *Forthcoming Books* Rose Army,1993     Travel & Leisure ,1974     **Boys' Life** ,1972-04 Boys Life is the official youth magazine for the Boy Scouts of America Published since 1911 it contains a proven mix of news nature sports history fiction science comics and Scouting     **Film and Radio Discussion Guide** ,1951

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