

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 Setup

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Disney Plus This Week Setup:

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when they appear in print **Canadian Film Weekly; Voice of the Canadian Motion Picture Industry** ,1962 **New York** ,1994 Motion Picture Daily ,1944-07 *Network World* ,1999-05-24 For more than 20 years Network World has been the premier provider of information intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations Readers are responsible for designing implementing and managing the voice data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce Predicasts F & S Index International Annual ,1993 *The Exhibitor* ,1954 Some issues include separately paged sections Better management Physical theatre extra profits Review Servisection Pop Weekly ,1962
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Table of Contents Disney Plus This Week Setup

1. Understanding the eBook Disney Plus This Week Setup
 - The Rise of Digital Reading Disney Plus This Week Setup
 - Advantages of eBooks Over Traditional Books
2. Identifying Disney Plus This Week Setup
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Disney Plus This Week Setup
 - User-Friendly Interface
4. Exploring eBook Recommendations from Disney Plus This Week Setup
 - Personalized Recommendations
 - Disney Plus This Week Setup User Reviews and Ratings
 - Disney Plus This Week Setup and Bestseller Lists
5. Accessing Disney Plus This Week Setup Free and Paid eBooks

- Disney Plus This Week Setup Public Domain eBooks
- Disney Plus This Week Setup eBook Subscription Services
- Disney Plus This Week Setup Budget-Friendly Options
- 6. Navigating Disney Plus This Week Setup eBook Formats
 - ePub, PDF, MOBI, and More
 - Disney Plus This Week Setup Compatibility with Devices
 - Disney Plus This Week Setup Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Disney Plus This Week Setup
 - Highlighting and Note-Taking Disney Plus This Week Setup
 - Interactive Elements Disney Plus This Week Setup
- 8. Staying Engaged with Disney Plus This Week Setup
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Disney Plus This Week Setup
- 9. Balancing eBooks and Physical Books Disney Plus This Week Setup
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Disney Plus This Week Setup
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Disney Plus This Week Setup
 - Setting Reading Goals Disney Plus This Week Setup
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Disney Plus This Week Setup
 - Fact-Checking eBook Content of Disney Plus This Week Setup
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development

- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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