

## 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

**J Rink**



## **Disney Plus This Week Tutorial:**

**The Unofficial Guide to Walt Disney World with Kids 2015** Bob Sehlinger,Liliane J. Opsomer,Len Testa,2014-08-18  
The Unofficial Guide to Walt Disney World with Kids is packed with useful tips great advice excellent discussion and practical travel knowledge gleaned from years of Walt Disney World travel experience It is one of the few guidebooks to Disney World that specifically addresses the needs of kids with in some cases research and input from kids Authors Liliane Opsomer Bob Sehlinger and Len Testa will help you prepare for your vacation with ease Compiled and written by a team of experienced 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 Disney World with your children with absolute confidence and peace of mind

**The Unofficial Guide to Walt Disney World with Kids 2017** Bob Sehlinger,Liliane Opsomer,Len Testa,2016-09-13 Details on the new Frozen attractions at Epcot Spine

**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

[TV Guide](#) ,1992 [Weekly Guide to Selected Pictures](#) National Board of Review of Motion Pictures (U.S.),1941 [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

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*Business week's guide to personal business* Joseph L. Wiltsee,1970      **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 Film Weekly** ,1942      *The Unofficial Guide to Walt Disney World 2026* Becky Gandillon,Bob Sehlinger,Len Testa,2025-08-19 Save time and money with in depth reviews ratings and details from the trusted source for a successful Walt Disney World vacation How do some guests get on the big new attraction in less than 20 minutes while others wait for longer than 2 hours on the same day Why do some guests pay full price for their visit when others can save hundreds of dollars In a theme park every minute and every dollar count Your vacation is too important to be left to chance so put the best selling independent guide to Walt Disney World in your hands and take control of your trip The Unofficial Guide to Walt Disney World 2026 explains how Walt Disney World works and how to use that knowledge to stay ahead of the crowd Becky Gandillon Bob Sehlinger and Len Testa know that you want your vacation to be anything but average so they employ an expert team of researchers to find the secrets the shortcuts and the bargains that are sure to make your vacation exceptional Find out what s available in every category ranked from best to worst and get detailed plans to make the most of your time at Walt Disney World Stay at a top rated hotel eat at the best restaurants and experience all the most popular attractions Keep up with the latest updates and changes at Walt Disney World Here s what s NEW in the 2026 book Learn when to visit Walt Disney World to experience lower crowds and score bigger hotel discounts Find the most in depth analysis of the Disney Dining Plan we analyzed every menu item to determine whether the plan will save money or cost you more Preview the brand new show under the Tree of Life Zootopia Better Zoogether Take in the latest on updated rides including new missions for Millennium Falcon Smugglers Run and the reimagined Test Track Get tips on helpful Disney programs such as Early Theme Park Entry Successfully navigate every type of line offered for Disney attractions to save the most time Uncover the newest best places for ticket and hotel deals Enjoy details about the two new lounges one themed to Pirates of the Caribbean and the other to Spaceship Earth Read complete reviews of Disney Starlight Dream the Night Away the nighttime parade at the Magic Kingdom and the new Disney Villains Unfairly Ever After show at Disney s Hollywood Studios Utilize new touring plans to save the most time in line at every Disney park Discover the highest rated buildings at every Disney resort and how to request the best rooms for your stay Make the right choices to give your family a vacation they ll never forget The Unofficial Guide to Walt Disney World 2026 is your key to planning a perfect stay Whether you re putting together your annual trip or preparing for your first visit this book gives you the inside scoop on hotels restaurants attractions and more      **Journal of Health, Physical Education, Recreation** ,1956      **Audio-visual Guide** ,1951      [AV](#)

Guide ,1998    The Publishers Weekly ,2003    *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  
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