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The Importance of 21st Century Fox From the Beginning to Today

Whether it's The Sound of Music or Star Wars, everyone has a go-to movie that they can't help but watch every time they see it's on television. While mine happens to be Gone Girl, all three have been produced by the everlasting studio, 20th Century Fox. This most likely does not come as a surprise to the average movie-watcher. At the beginning of most movies, we all experience the eye-catching "20th Century Fox" logo while the orchestra seems to boom with excitement for the movie that's about to come out. I find myself to hold a deep weakness for Gone Girl. It's at the point where my parents know they can't pass through the channels without stopping on it if it is playing. As stated before, 20th Century Fox was the mastermind behind the film. After discovering this, I developed an interest in the studio, and wanted to discover more about the thriving company. 20th Century Fox has developed itself through a strenuous history, contains an industrious crew, maintains a prosperous headquarters, and now is the owner of several media studios today.

20th Century Fox began started out as any average business would begin today. An aspiring filmmaker, William Fox began his film career in 1904, displaying his hand cranked films on painted brick walls to simple audiences seated in exhausted folding chairs. He sold his shows for five cents a piece and his business flourished as a result. According to foxmovies.com, within ten years, he was able to maintain a total of 25 movie theaters. However,

the economy was flustered and Fox's business found itself declining in the hard times. Luckily, a pair of men was able to recover Fox from a total termination of his Fox Film Corporation. Joseph Schenck and Darryl Zanuck were the owners of 20th Century Pictures. The duo had a great deal of film experience as Zanuck had previously been apart of Warner Brothers. To Fox's advantage, the men took him upon their crew to create the extremely successful 20th Century Fox studio. The three men began with creating westerns, biographies, religious narratives, and musicals. They even worked with Shirley Temple to boost her luminary image. However, as all great things must fail a bit, the men of the business found themselves going into a bit of a slump.

As an attempt to boost their business, according to "20th Century Fox Film Corporation" from britannica.com, 20th Century Fox created "CinemaScope", the first wide screen. The men were the first to create a movie screen that was double the width by its height. The studio produced the first wide film, The Robe, and spread the use of the wide screen. However, it was not quite enough for 20th Century Fox to be back on top. As a result, the studio, again, produced a wide screen film, Cleopatra. Originally, the film was thought to cost a total of \$2 million. However, at the end of filming, the budget was raised to \$44 million, being their most fund-damaging film. 20th Century Fox found themselves completely drowning in debt with no hope for a turnaround.

Luckily, with new management in charge, in 1963, the company was able to quickly create likable movies that brought in just the right amount of revenue to break them even again. The Longest Day, was named as the smash epic that were able to get the men of the studio back on their feet again. With this confidence, The Sound of Music, M*A*S*H*, and even Star Wars, were created by a recently self-assured group of employees at 20th Century Fox.

A few years later, in 1985, Australian Rupert Murdoch was able to join the 20th Century Fox crew and purchased the company for a whopping \$325 million. He had imaginative ideas for the studio and pursued himself to earn citizenship of the United States in order to own broadcast stations. Another grand addition to the company was director, Joe Roth. He was able to bring several classics to the world such as Edward Scissorhands and Home Alone. He was able to boost 20th Century Fox and they were bumped to first among several studios. This allowed them to control 18% of box-office shares by 1991.

As the business was booming, Murdoch found ways to build his business even stronger. A biography about Murdoch on the thefamouspeople.com states that in 1993, Rupert was able to gain control of telecasting the “National Football League”, which, in fact, the studio still broadcasts today. (They even have their own theme music).

Just a few years later, 20th Century Fox was the first studio to create its own video game. Theirs was based of their movie, The Pagemaster. A couple years later, 20th Century Fox gave Disney a run for its money in their creation of Anastasia in 1997. They were able to bring in a ton of revenue, including \$200 million in sponsorships. One year later, Titanic was filmed, and broke all box-office attendance records.

The studio continued to be extremely successful with their films and television shows. Around 1998, Murdoch had agreed that the studio would be best off to supply their own news channel for the United States. It was decidedly so, and Fox News Channel was created in effect.

Recently, in 2013, Murdoch decided to split 20th Century Fox with their News Corporation and newly renamed 20th Century Fox to 21st Century Fox, a more fitting name for the time period.

While Rupert Murdoch is the owner of 21st Century Fox, he is not the Chief Executive Officer of the studio. Jim Gianopulos has been the CEO of 21st Century Fox and at Murdoch's side for several years. Rupert Murdoch praises the work he has put in, but, according to Mike Fleming Jr. on deadline.com, it was recently announced that Stacey Snider will be the upcoming CEO of 21st Century Fox. It will not be until June until she is in full effect, but Murdoch is excited for the refreshing change of plans.

With being such a successful studio, 21st Century Fox has no choice but to bring the extreme headquarters to go with it. Ever since William Fox brought his filmmaking business to Los Angeles, it has stayed put. The headquarters of today is in Los Angeles and is bigger and bolder than ever. With 15 sound stages and over nine background stages varying between New York Streets to backyard pool scenes, 21st Century Fox has its fair share of stages and exteriors. Also, 21st Century Fox's Fox Studios Australia has been able to do well on its own. With nine sound stages and hundreds of acres for staging, it is unbelievable what 21st Century Fox has done for themselves. [Foxstudios.com](http://foxstudios.com) provides a numerous amount of pictures of the grand studios held at the headquarters.

Today, Fox owns a vast amount of the entertainment we enjoy in our lives today. From the jungles of "National Geographic" magazines, to the laughter from Blue Sky Studios' Ice Age, to catching up with the current news going on in the world, or simply sharing a good ole The Simpsons' memory on the local, Fox Channel, whether it is here in the United States or all the way in Hungary, 21st Century Fox's media subsidiaries have been greatly impacted by their owner. Both National Geographic and Blue Sky Studios are completely owned by 21st Century Fox. It was only until 2015 that National Geographic gave 21st Century Fox control of their

media. For a total of \$725 million, a deal was made, and the diverse, culture-popping business was placed in trust of 21st Century Fox's hands. On the other hand, Blue Sky Studios had been its own film producing studio for almost 20 years before 21st Century Fox was able to get its grasp on the small business. In 1999, 21st Century Fox bought Blue Sky Studios, and together, created Ice Age, a highly economically-successful film for the studio. According to an article, "Who Owns What" on archives.cjr.org, 21st Century Fox owns just around 70 subsidiaries today.

Throughout the several years of its success, it can be unthinkable decided that 20th Century Fox has done nothing but good for us individuals of United States society. By providing a vast amount of diverse films and distinct television programs, 21st Century Fox has been the studio behind our tears of both sadness and laughter. They are the one to keep us on the edge of our seats to see who's going to get the next kiss, then throw us right back into those recliners as the creepy monster of that horror film pops out at us yet again, still frightening the bejeezus out of us every single time. Even though not every film created by the studio may have every member of the audience wanting more, it seems that 21st Century Fox has been able to create a strong public identity throughout the United States and also across the globe. With its long historical background, its hard working team, grand offices across the globe, and the countless amount of subsidiaries it owns today, it is far from effortless to imagine that 21st Century Fox will ever be out of our media-surrounded society.

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