

# **Short Historical Glimpse of the Real King of the Jungle**

**Presented by: Just an ordinary guy who is also an admirer**

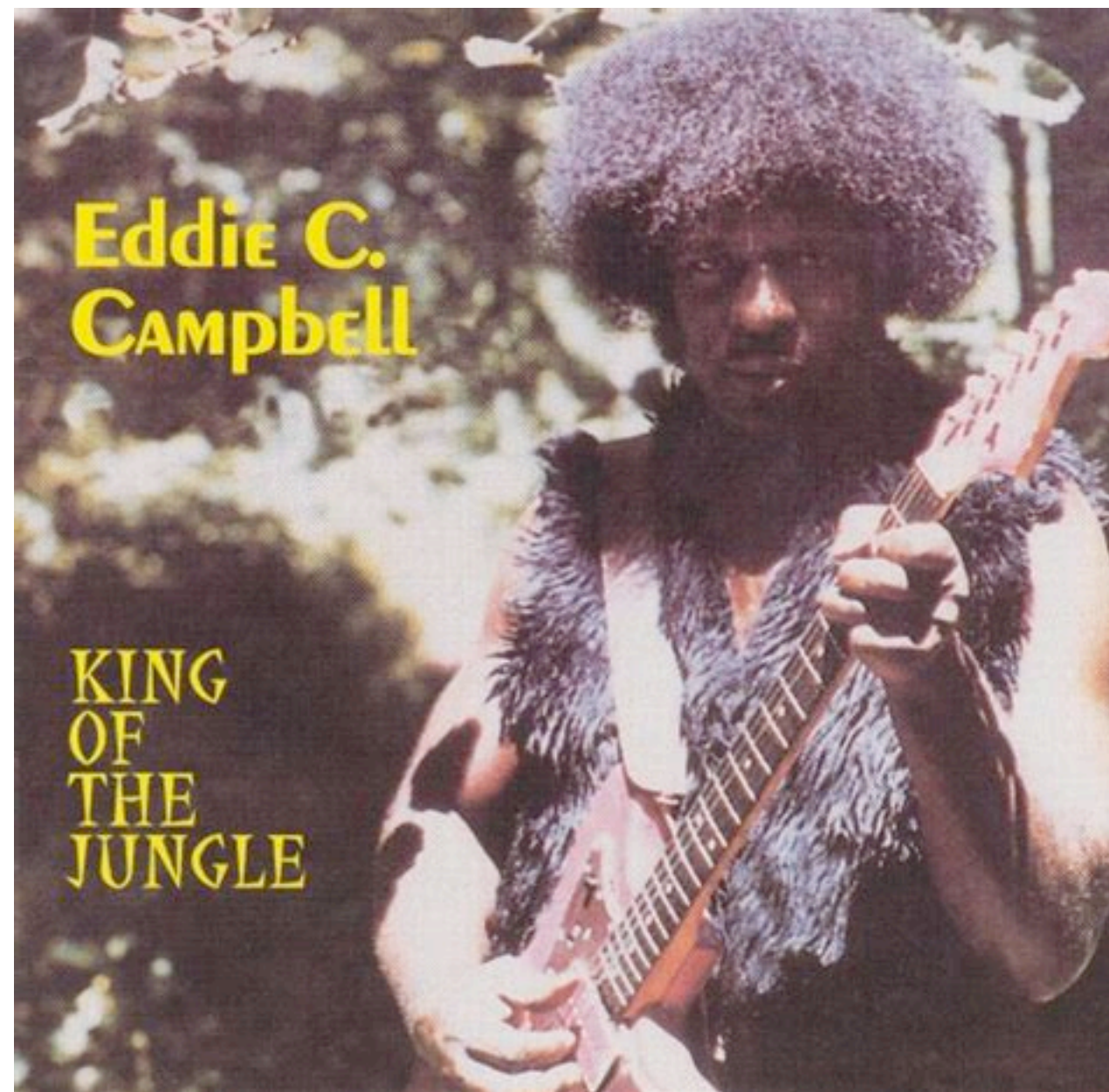
So the begging question... who  
*IS* the king of the jungle??





Is it this guy?

this guy?



this guy?

this guy?





**To find our answer, we go on a long  
journey all the way back to 1933...**

**...In this year a movie was  
released...**





# A few points about this...

- The original kong bust was 40-feet tall and the full sized hand was built in scale with a 70 foot ape. Promotional materials claimed he was 50 feet.
- King Kong was a success setting an all time attendance record for an indoor event and is considered by Rotten Tomatoes as the greatest horror film of all time.
- Several scene were later censored from the original screen including play the Brontosaurus mauling crewmen in the water, chasing one up a tree and killing him; Kong undressing Ann Darrow and sniffing his fingers; Kong biting and stepping on natives when he attacks the village; Kong biting a man in New York; Kong mistaking a sleeping woman for Ann and dropping her to her death, after realizing his mistake



## KING KONG

1933, Adventure/Fantasy, 1h 40m



**99%**

TOMATOMETER  
67 Reviews

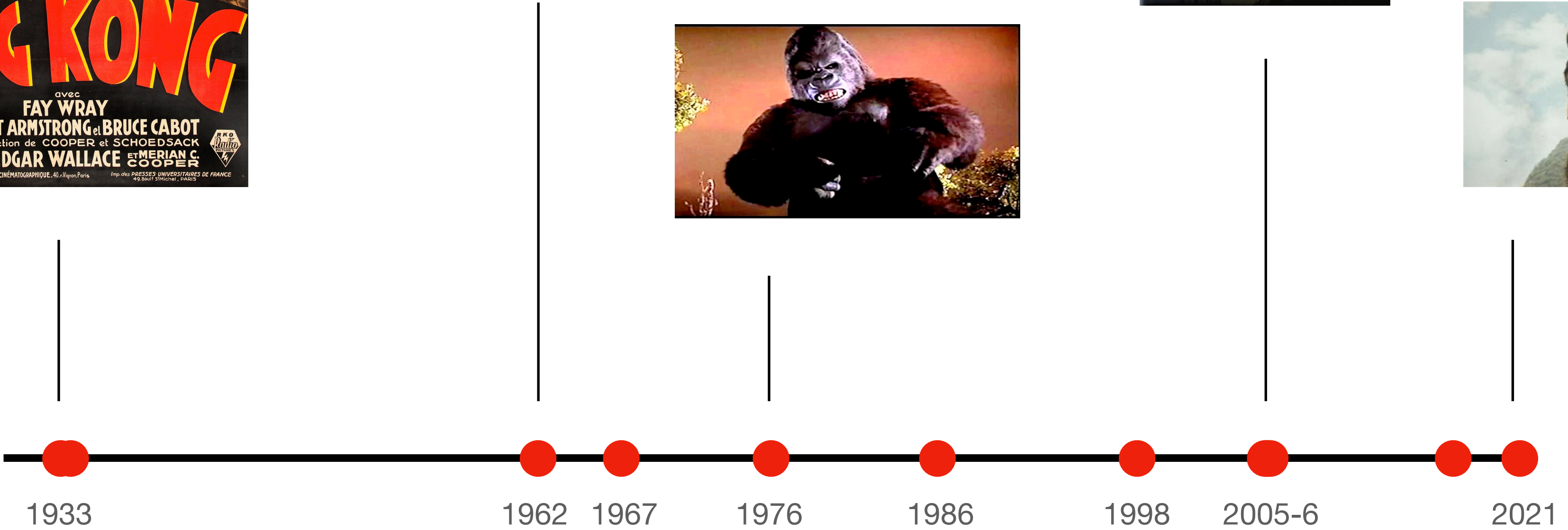


**86%**

AUDIENCE SCORE  
50,000+ Ratings



# From then to today



**BUT King Kong isn't the king**





- In the 1970s, Nintendo was a relatively small Japanese company that sold playing cards and other novelties and eventually arcade games.
- Shigeru Miyamoto\* was trying to break into the American market with little success, but then he had an idea for characters modeled off of Popeye, Bluto, and Olive Oyl...

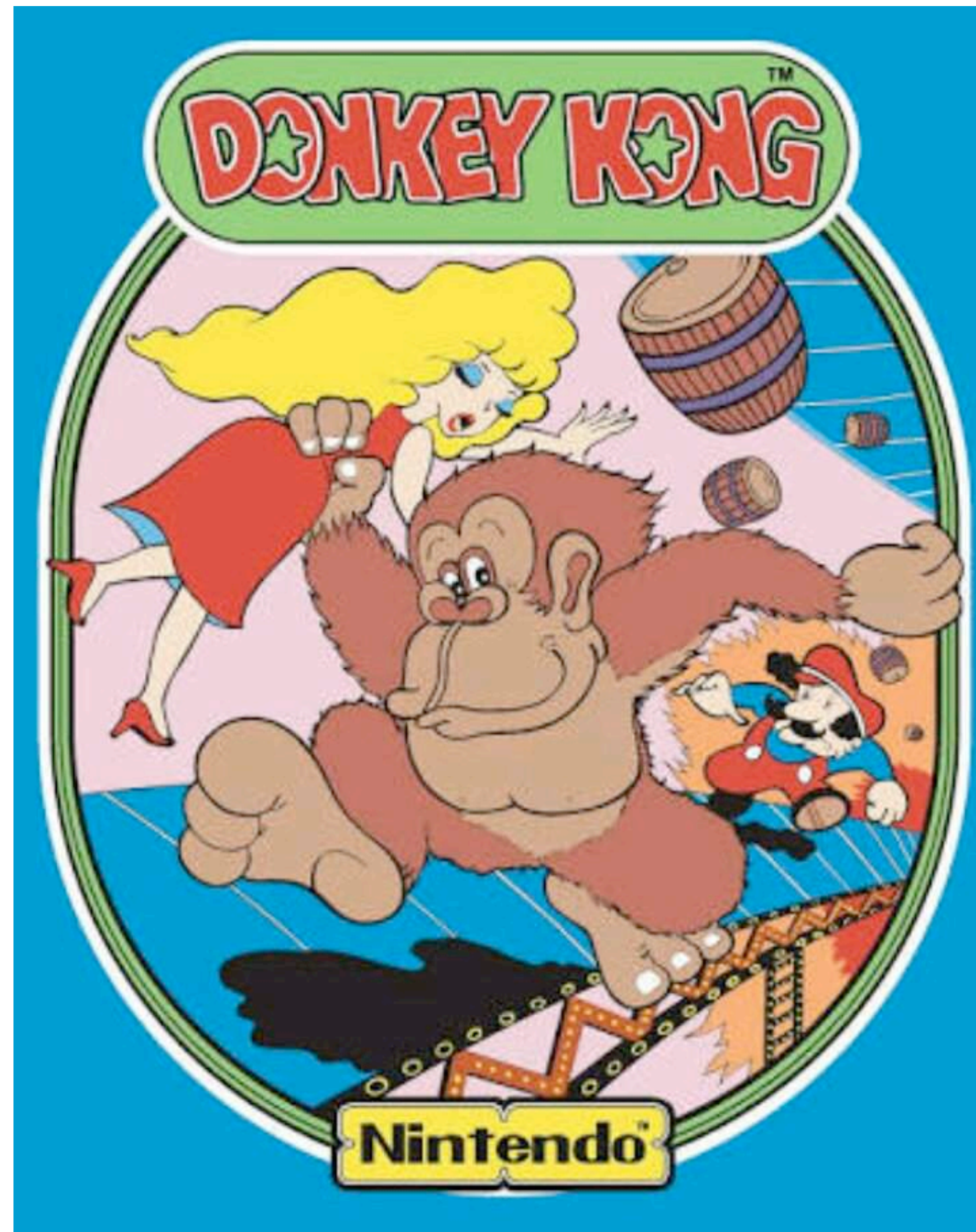


\*he later went onto design Super Mario Bros, The Legend of Zelda, and Starfox



**...And now the stage is set for  
the king to enter...**

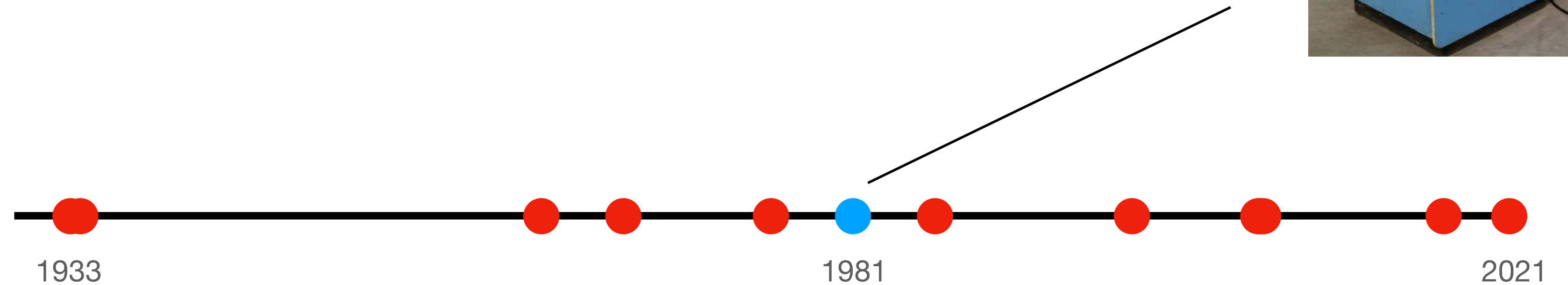
# BAM!!





# In 1981, the King was born

- *Donkey Kong* was one of the top selling arcade games of the early 1980s along with *Pac-man* and *Galaga* and how Nintendo got its name!
- This was followed by two more Donkey Kong video games which shortly followed in 1982 and 1983.





# However, problems arose!!



**Universal City Studios, Inc., Plaintiff-appellant, v. Nintendo Co., Ltd., Nintendo of America, Inc., Defendants-appellees, 746 F.2d 112 (2d Cir. 1984)**

U.S. Court of Appeals for the Second Circuit - 746 F.2d 112 (2d Cir. 1984)

Argued May 23, 1984. Decided Oct. 4, 1984

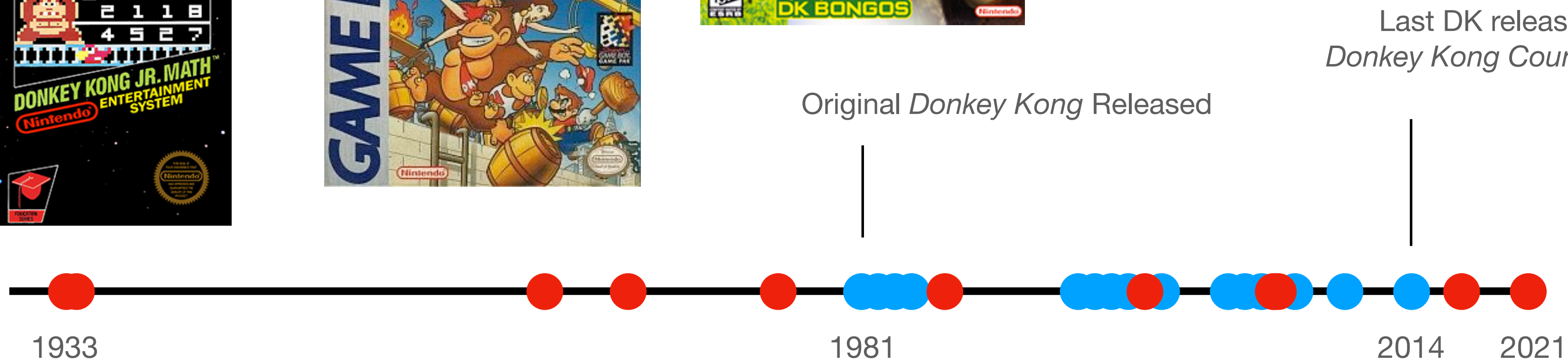
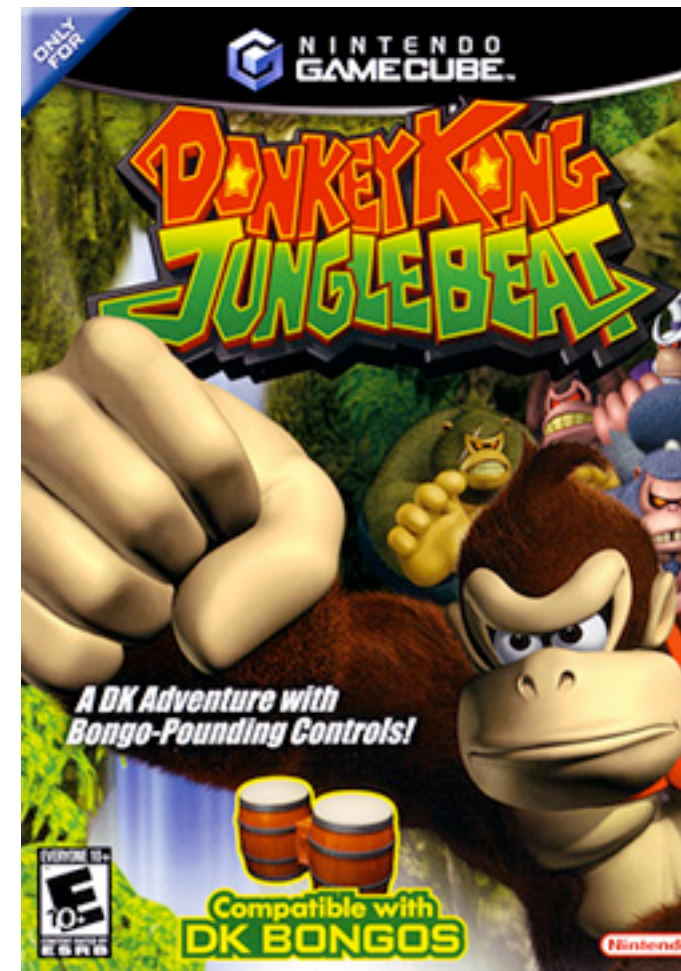
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Douglas C. Fairhurst, New York City (Marv D. Faucher, Sandra Edelman, Townley & Lindike, New



- Universal studios sued Nintendo because of copyright infringement in 1984!
- After battling in out in court, **Nintendo won.** This was the first real statement that Nintendo could thrive and compete in the US market amongst US media giants.
- The court ruled universal studios had acted in “bad faith” and had no right over the name.





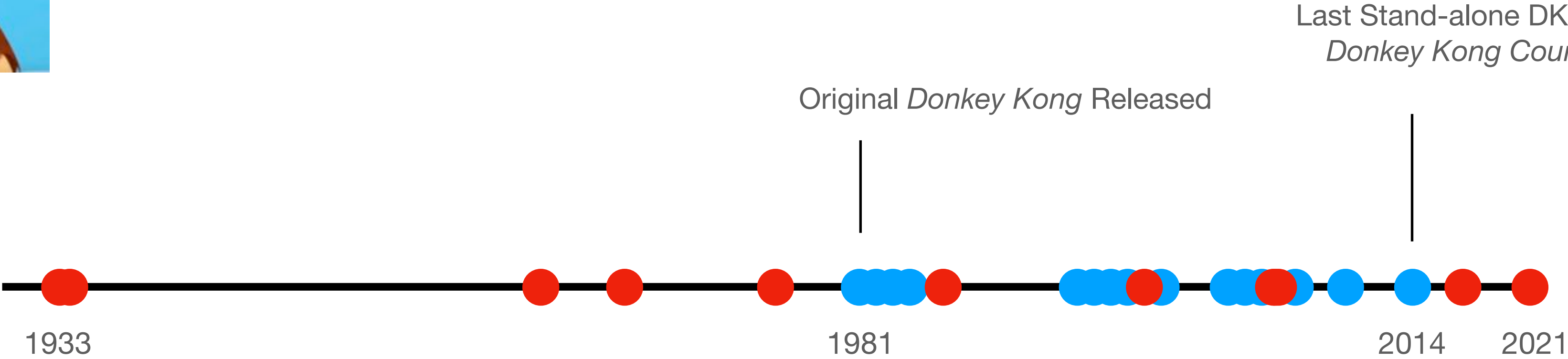
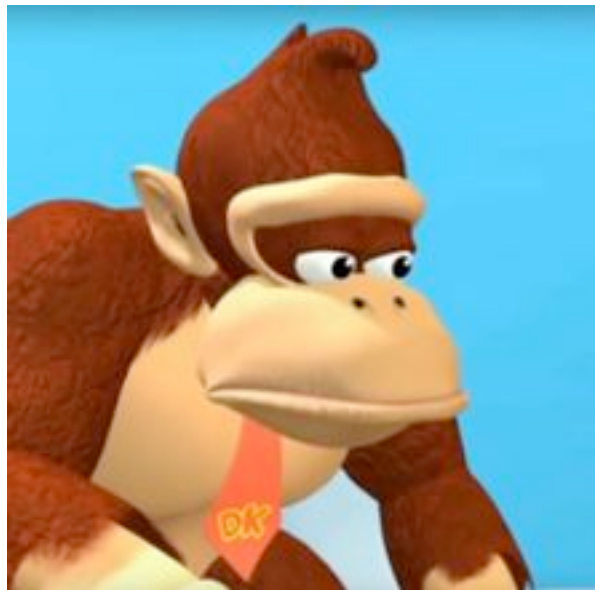
Nintendo then made over 20 more DK game since



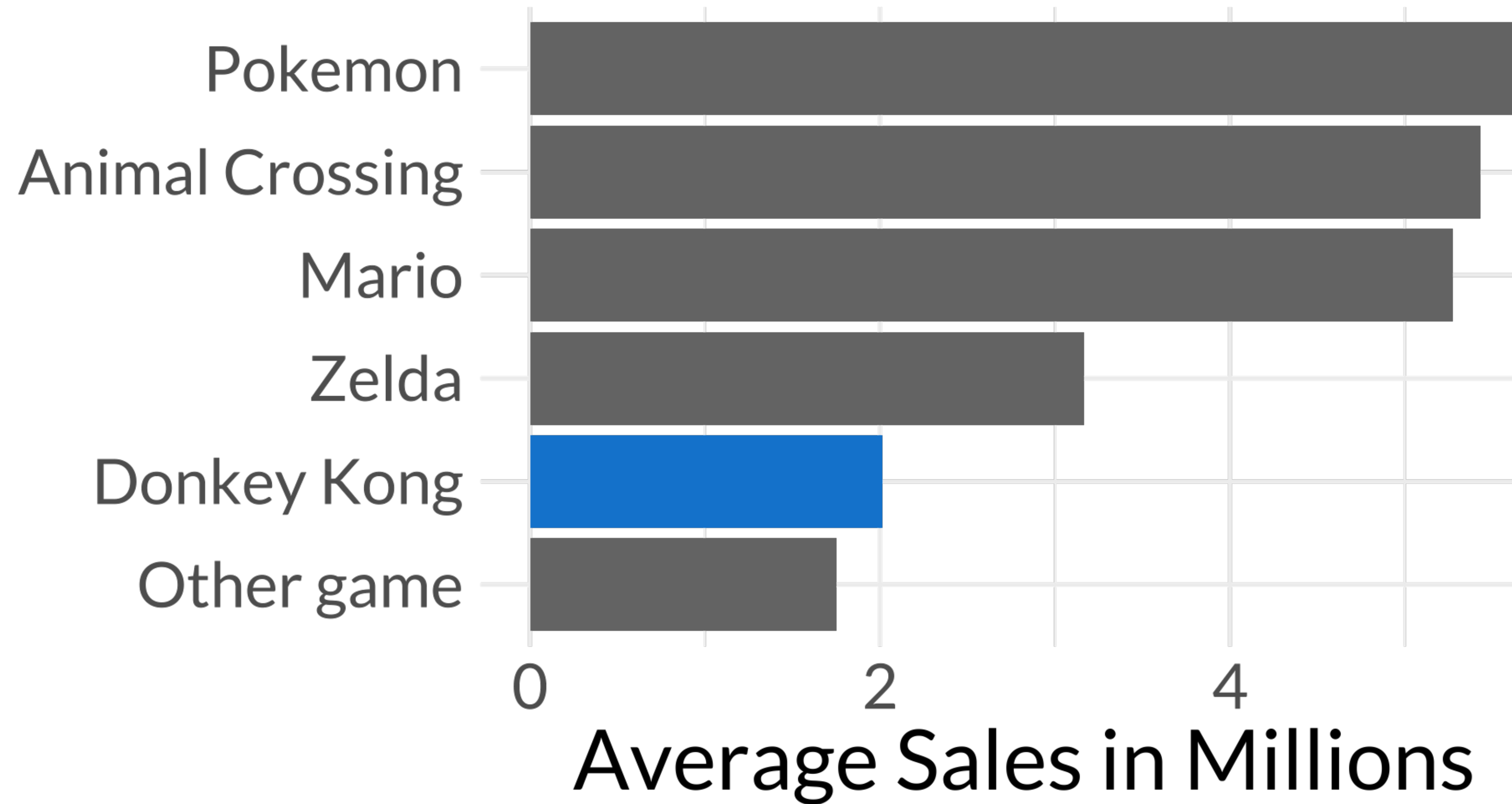


**...And in 2010, Nintendo  
trademarked the phrase  
“Its on like Donkey Kong”**

# Donkey Kong's Uncertain Future?

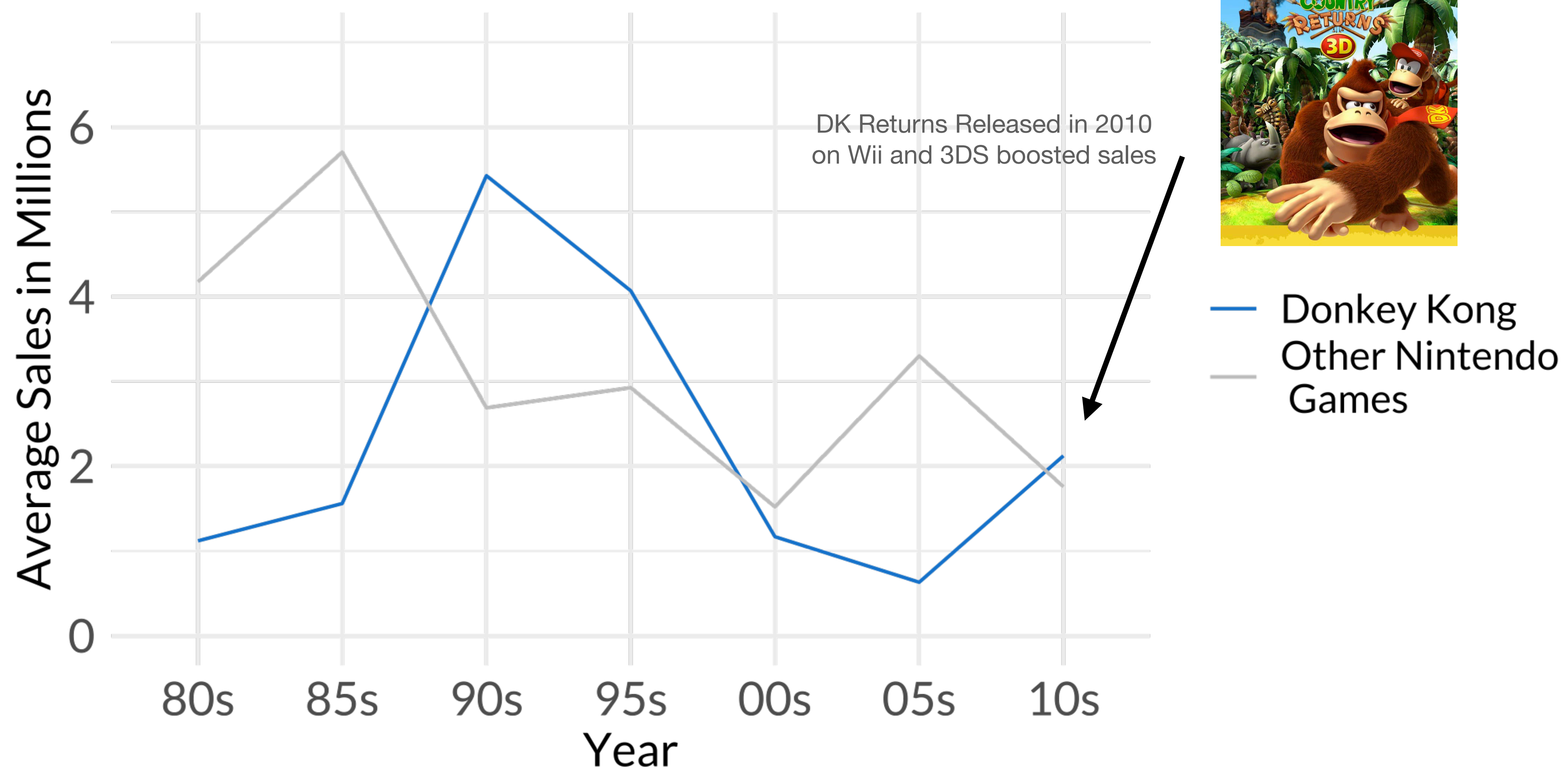


# Many Nintendo Games Outperform DK





# Globally More DK Sales In 2010s (our data ends in 2016)



**Good luck Donkey Kong. I believe you will win over our hearts yet.**



**The end**