

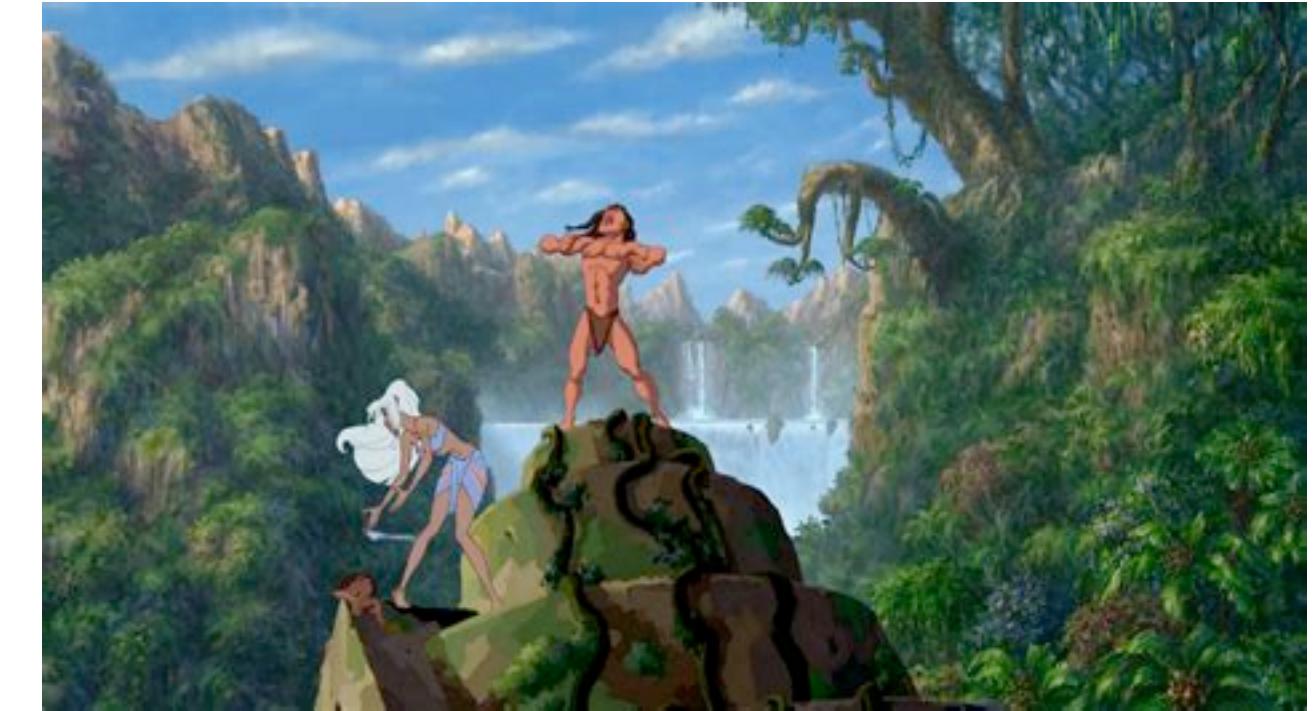
# **Short Historical Glimpse of the Real King of the Jungle**

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

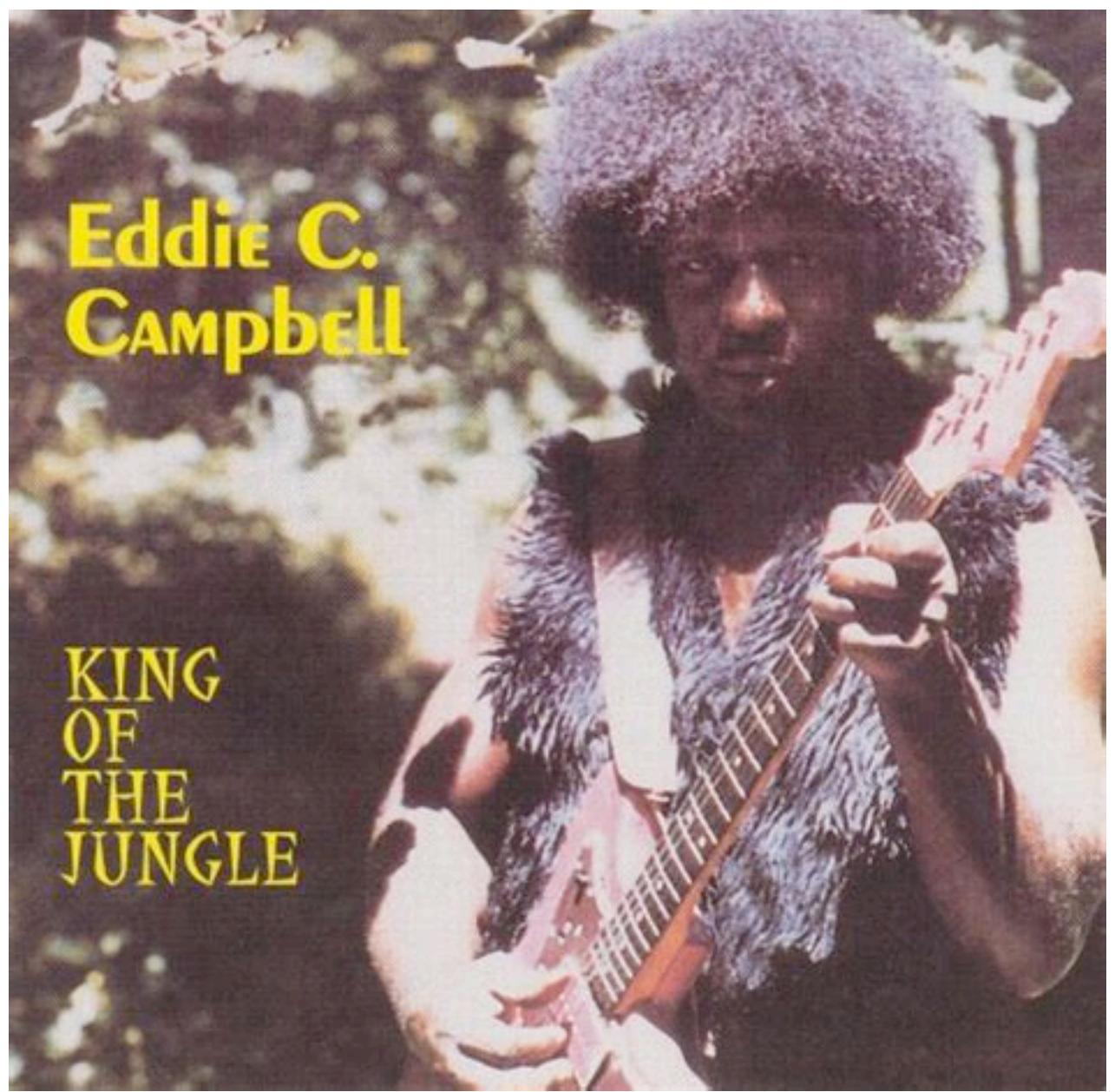
So the begging question... who  
*IS* the king of the jungle??



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...

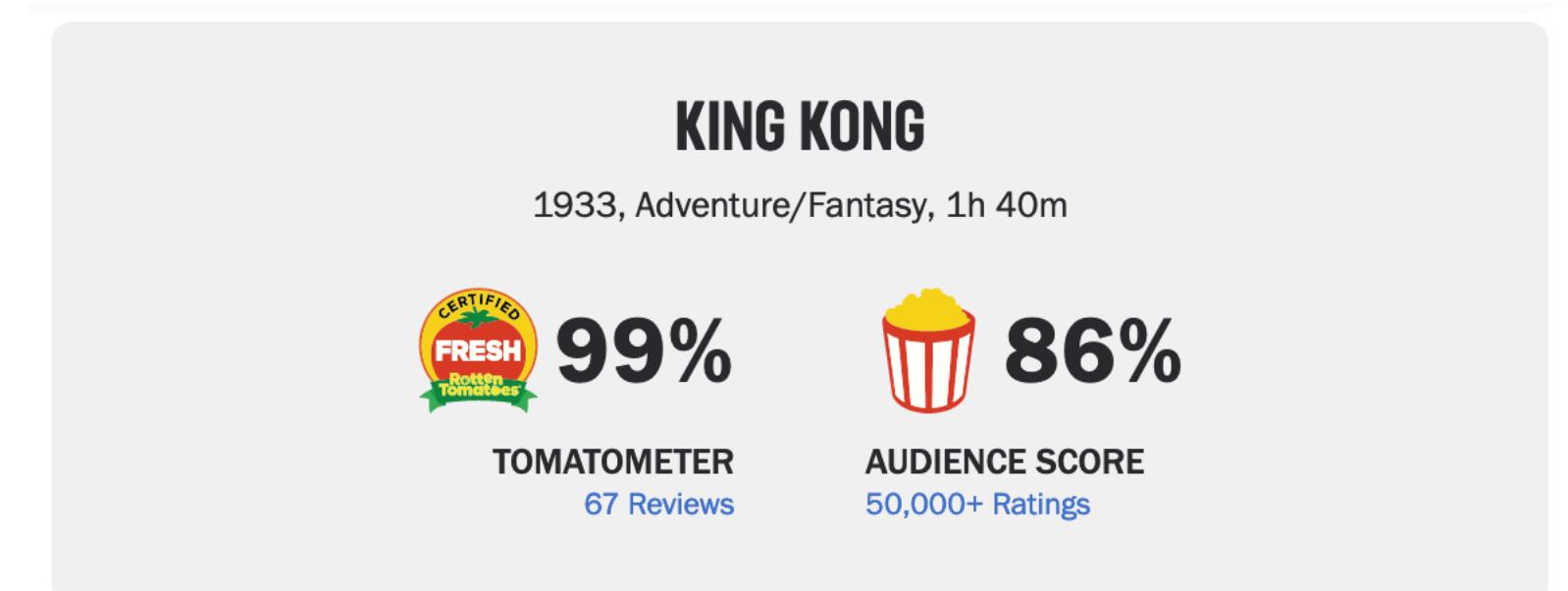
**...In this year a movie was  
released...**



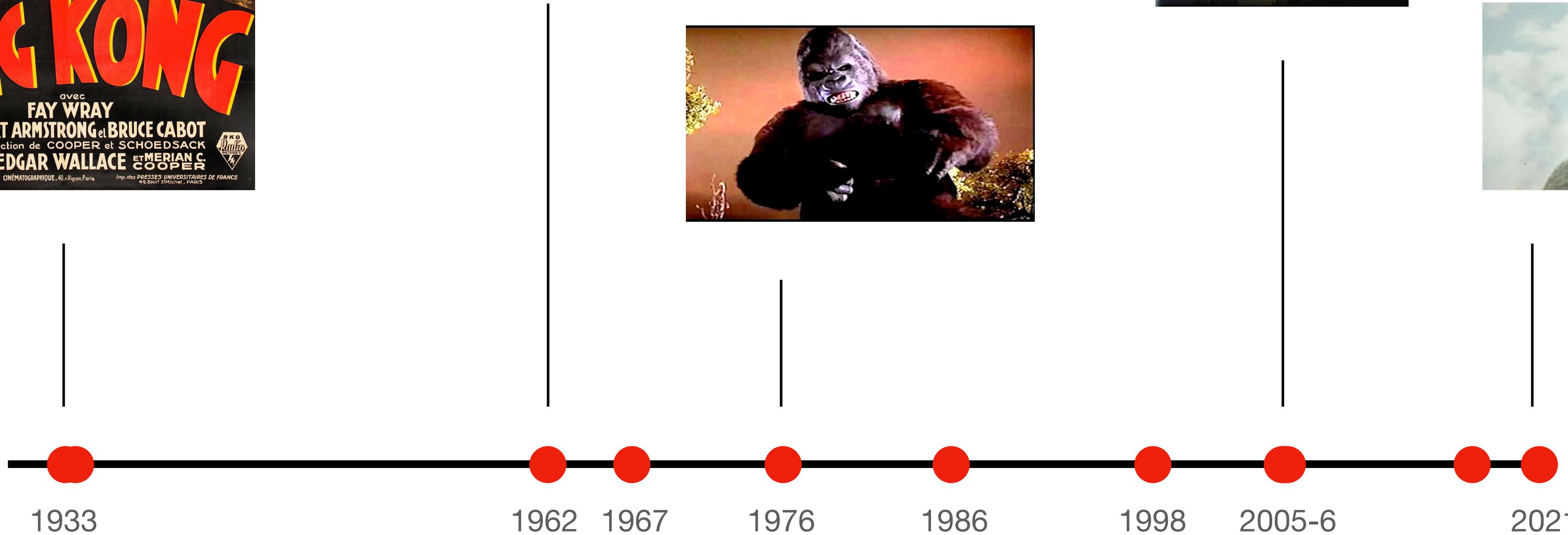
F HD

# 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



# From then to today



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



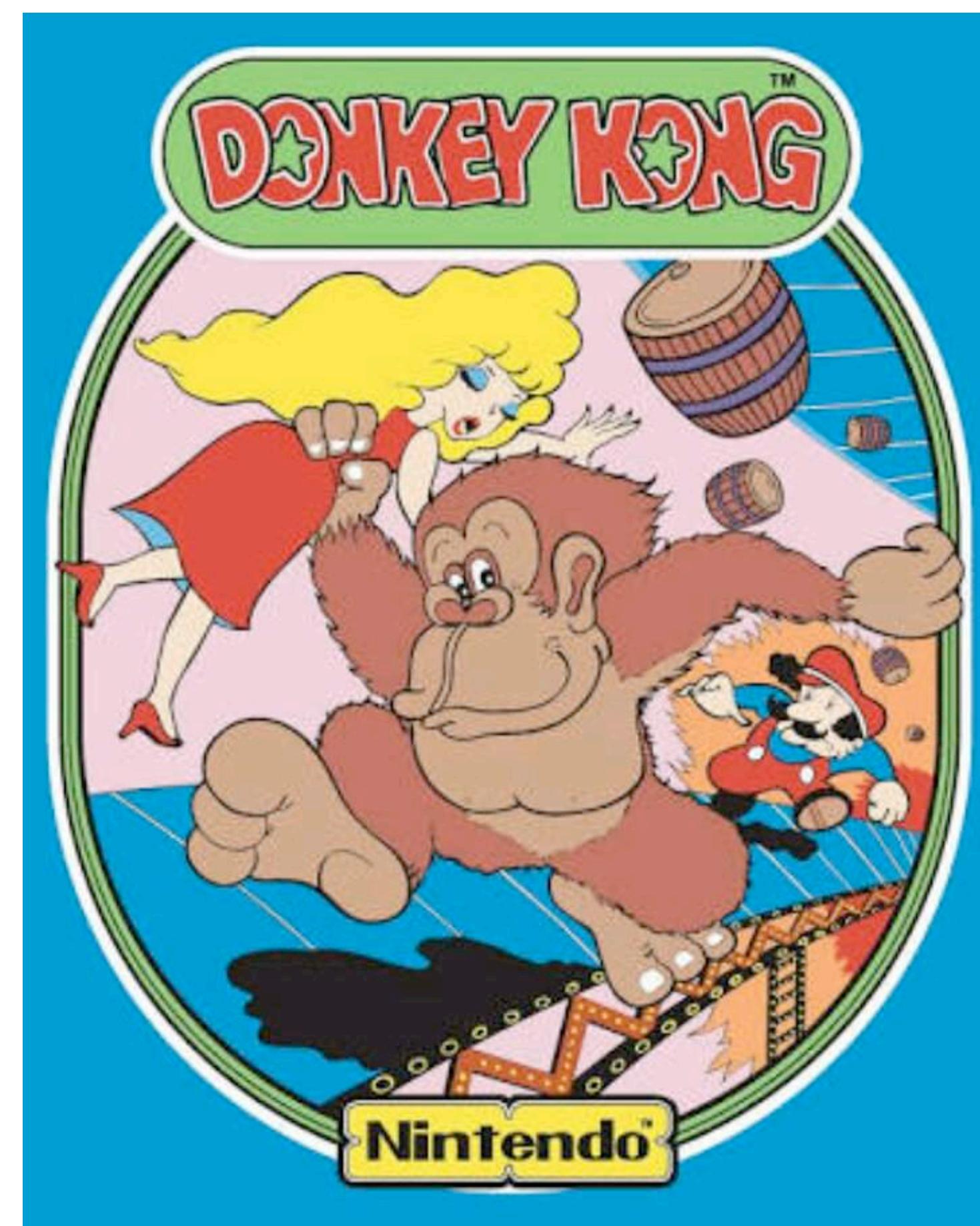
- In the 1970s, Nintendo was a relatively small Japanese company that sold playing cards and other novelties and eventually arcade games.
- Shigeru Miyamoto\* was trying to break into the American market with little success, but then he had an idea for characters modeled off of Popeye, Pluto, and Olive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



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

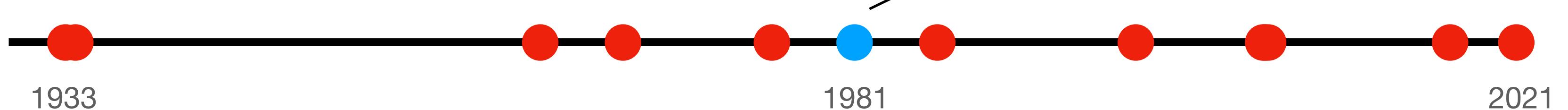
...And now the stage is set for  
the king to enter...

# BAM!!

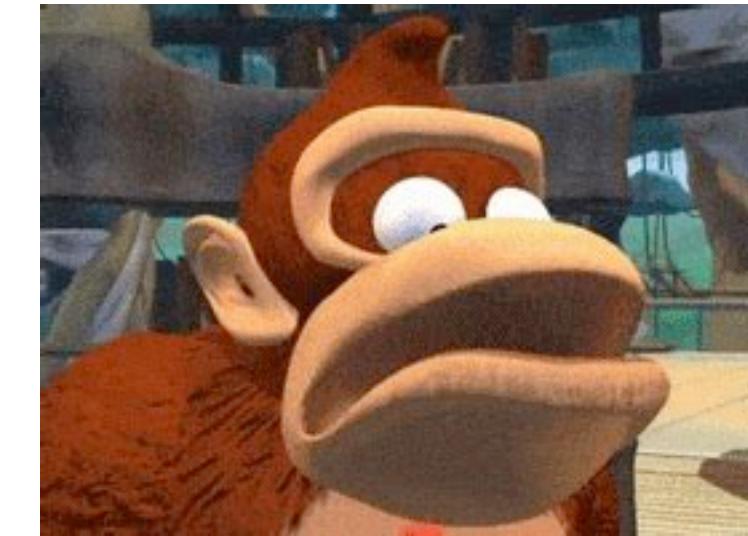


# In 1981, the King was born

- *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)**

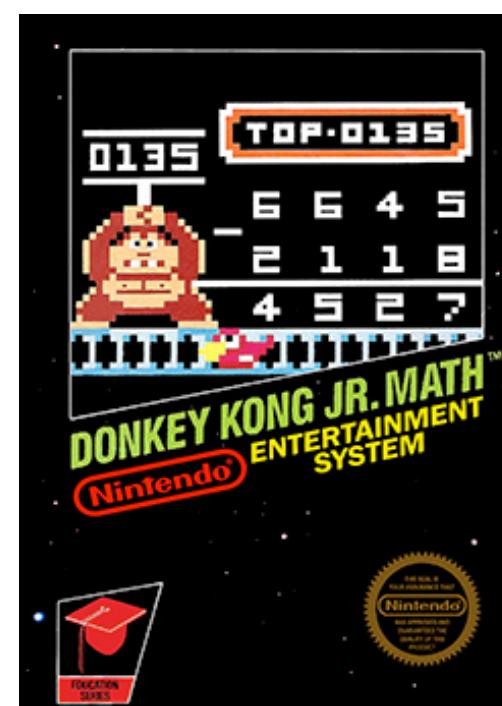
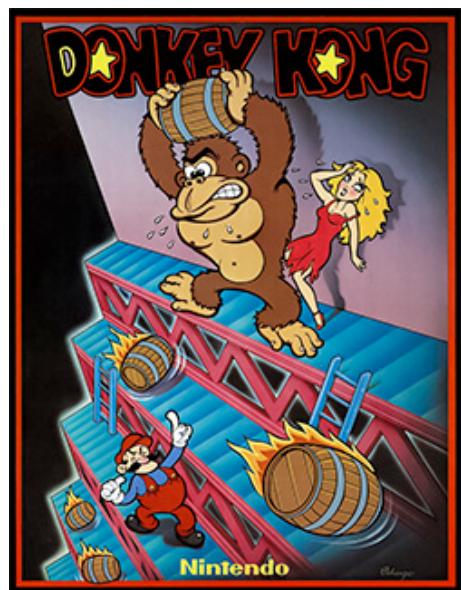
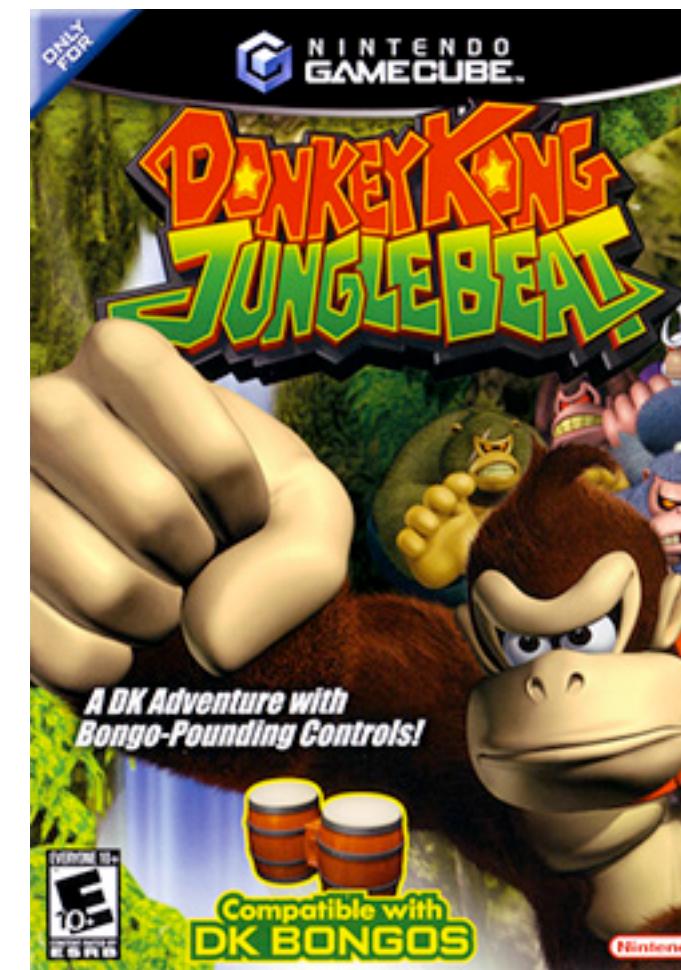
U.S. Court of Appeals for the Second Circuit - 746 F.2d 112 (2d Cir. 1984)

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

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



- Universal studios sued Nintendo because of copyright infringement in 1984!
- After battling it 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.



Original Donkey Kong Released

Last DK released to date was:  
*Donkey Kong Country: Tropical Freeze*

1933

1981

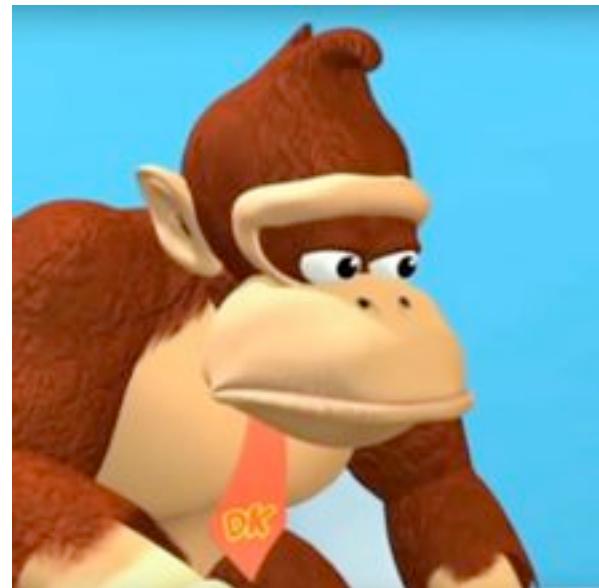
2014 2021

Nintendo then made over 20 more DK game since



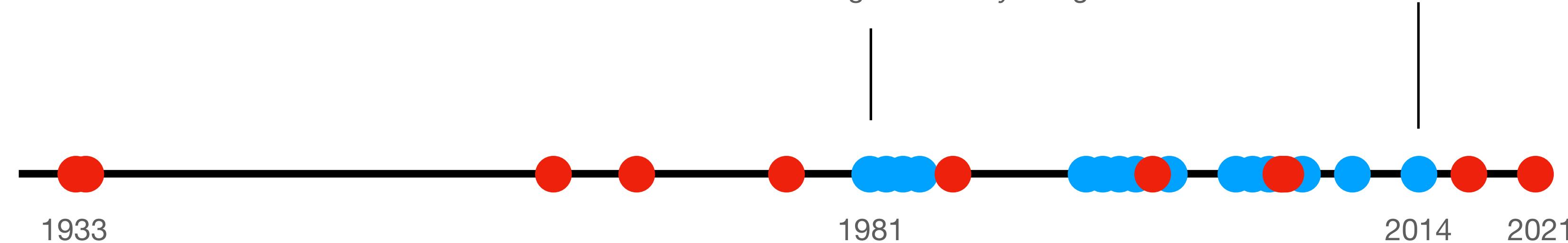
**...And in 2010, Nintendo trademarked the phrase  
“It’s on like Donkey Kong”**

# Donkey Kong's Uncertain Future?

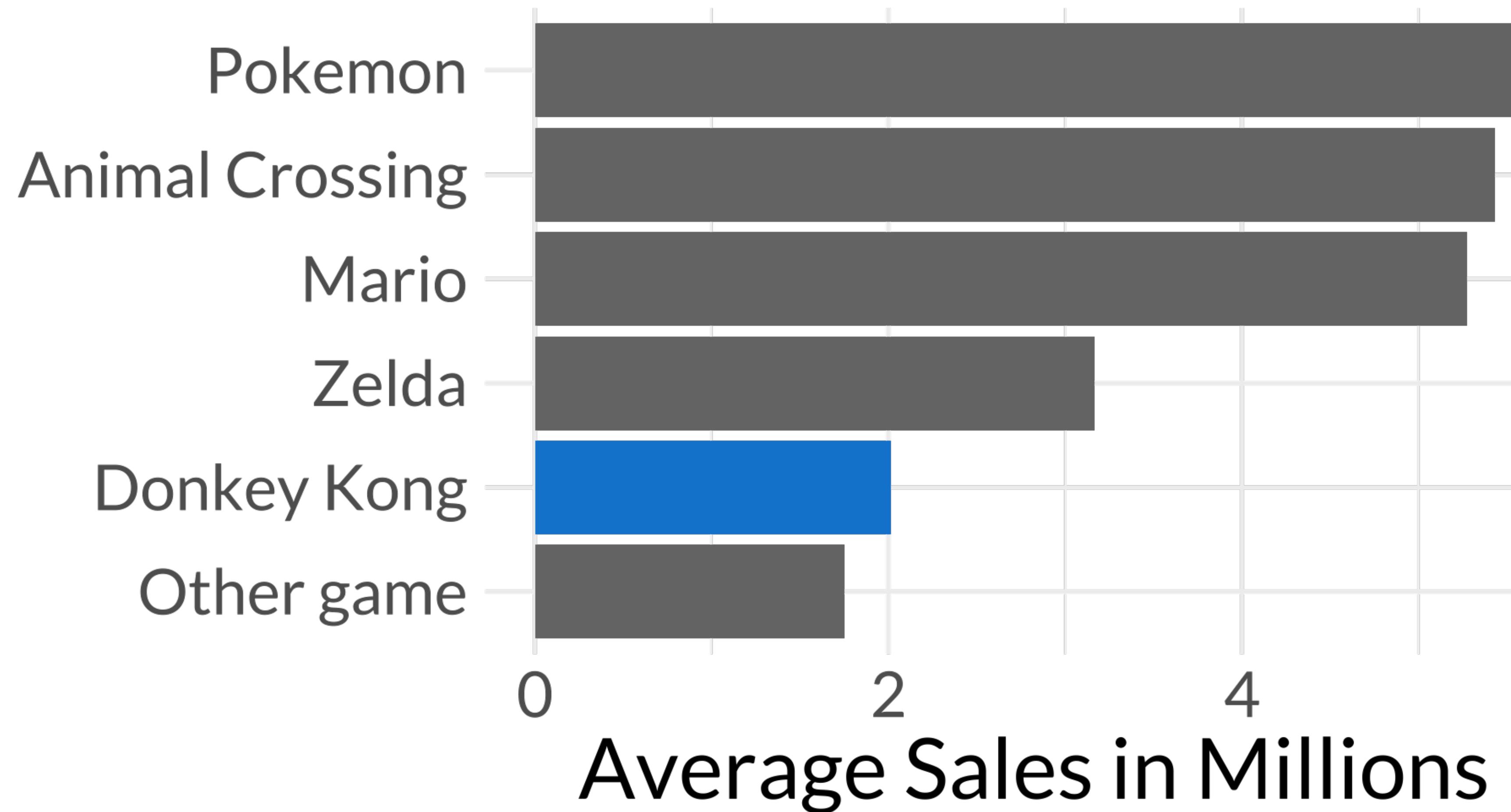


Last Stand-alone DK released to date was:  
*Donkey Kong Country: Tropical Freeze*

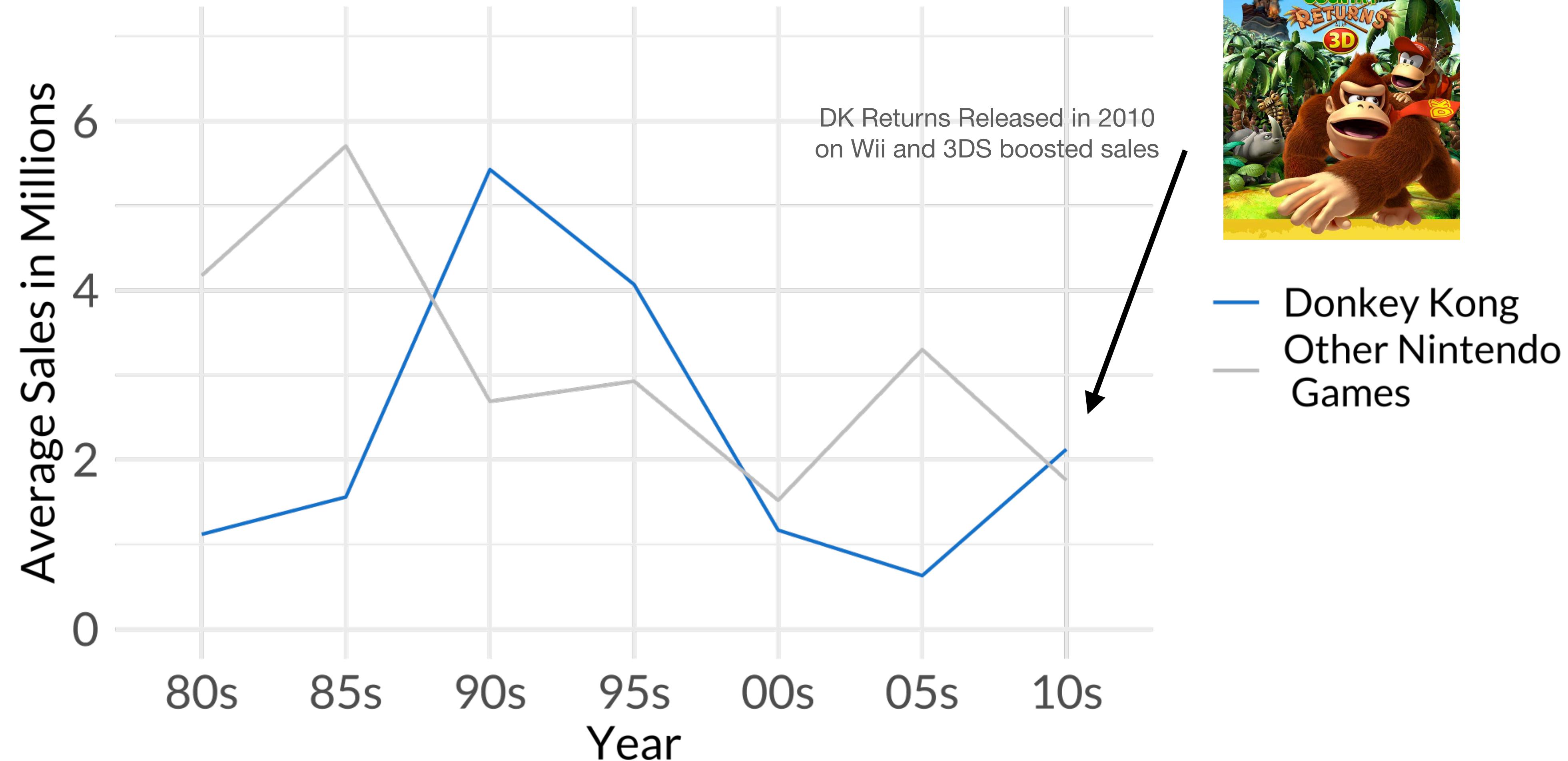
Original *Donkey Kong* Released



# 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**