

‘Oz’ Offers A Clash Of Studio Titans

BY STEVEN ZEITCHIK AND DANIEL MILLER
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LOS ANGELES — It’s a clash worthy of a pair of almighty witches.

The Walt Disney Co. struck it rich this past weekend with its “Wizard of Oz” prequel “Oz the Great and Powerful,” selling \$80.3 million in tickets domestically, putting it on track to become the most successful movie release of 2013 thus far.

But far from capping a three-year, \$235-million production effort, the movie is shaping up to be the first shot in a battle between Disney and its Burbank rival Warner Bros., which owns rights to the iconic 1939 film but decided against its own reboot.

As Disney rolls out “Great and Powerful” around the world, it also plans a sequel and has high hopes for a merchandising line. Yet Warners, loath to watch a competitor cash in on one of its crown jewels, is trying to make up for lost time with an “Oz” cable TV show, a 3-D DVD re-release of the 1939 film and its own product line.

The fight over “Oz” bounty not only demonstrates the critical importance of a franchise in modern Hollywood but also raises the question — philosophically if not legally — of who should control the direction of one of the country’s most cherished properties.

“It’s in the great tradition of franchise movies with strange twists that ... the most successful execution of it (the 1939 film) isn’t owned by the studio that now has a monster hit on its hands,” said Marty Kaplan, a University of Southern California professor of media and entertainment who was once a writer and production executive at Disney, adding, “The competitive juices are flowing.”

The battle is given a sexy extra dimension because, since June, Disney’s studio operation has been run by Alan Horn, the long-time president of Warner Bros ousted in 2011. At Warners, Horn in fact passed on an “Oz” reboot — a nonmusical version of Dorothy’s adventures on the yellow brick road with the scarecrow and the rest of the gang that was to be directed by fan favorite Guillermo del Toro — before arriving at Disney to steer this film, which was then in postproduction but would require a significant amount of reshoots.

Horn, through a spokesperson, declined to comment on his studio’s movie, but Disney production chief Sean Bailey sought to downplay the Disney-Warner Bros. angle: “I don’t want to read too much into (it). When we started on this road and throughout we thought, ‘This was a big, amazing world with so many directions to explore.’ We thought it was worthy of further exploration. I think it is as simple as that.”

At the time that Disney began moving forward with “Oz” in 2010, basing its movie on original ideas and on L. Frank Baum’s books, which are in the public domain, Warner Bros. had three Oz films in the pipeline.

There was a sequel titled “Oz: The Return to Emerald City,” about Dorothy’s granddaughter returning to Oz to fight new evil, written by “A History of Violence” scribe Josh Olson; “Surrender Dorothy,” a modern-day spin on the tale that was set up with Drew Barrymore’s production company, and “The Wizard of Oz,” Del Toro’s nonmusical version penned by “Shrek Forever After” writer Darren Lemke that was to be produced by the company behind the “Twilight” films.

The latter achieved momentum after “Hellboy” director Del Toro dropped off New Line/ Warner Bros.’ adaptation of “The Hobbit” and executives approached him about taking on the new “Wizard of Oz.” The project reached a Horn-led “greenlight committee” at Warner Bros., according to a person familiar with the discussions who asked not to be identified because the person was not authorized to talk about them publicly, but the company opted not to make it for reasons that appeared to be both creative and, given the progress of Disney’s efforts, competitive.

It’s possible, though far from likely, that one of these “Oz” movies could now be revived. Marty Bowen, the “Twilight” producer behind the nonmusical “Oz,” said he still hopes to reprise the project in

MONDAY PRIMETIME/LATE NIGHT																							MARCH 18, 2013																							
		3:00	3:30	4:00	4:30	5:00	5:30	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	1:00	1:30																							
BROADCAST STATIONS																																														
PBS KUSD 2 8 (2)	Arthur (DVS)	WordGirl (DVS)	Wild Kratts	The Electric Company	Martha Speaks	Nightly Business Report	PBS NewsHour (N) (In Stereo) 4	Celtic Thunder Mythology The group performs in Dublin. (In Stereo) 4	Celtic Woman – Believe pop anthems. (In Stereo) 4	Classic Irish songs and R&B, soul and disco artists. (In Stereo) 4	Superstars of Seventies Soul Live (My Music) Motown, R&B, soul and disco artists. (In Stereo) 4	Dakota Life																																		
KTIV 4 4 (4)	Cash	Cash	Ellen DeGeneres	News 4	Ent	The Biggest Loser "Live Finale" 4	Deception (Season Finale) Vivian's killer is revealed. (N) 4	News 4 Jay Leno	KDLT The Tonight Show With Jay Leno (N) (In Stereo) 4	Daily News 4	Extra Johnny Cash																																			
NBC KDLT 5 5 (5)	The Doctors (In Stereo) 4	Judge Judy 4	Judge Judy 4	KDLT News (N) 4	NBC Nightly News (N) 4	KDLT News (N) 4	The Big Bang Theory 4	Deception (Season Finale) Vivian's killer is revealed. (N) 4	News 4 Jay Leno	KDLT The Tonight Show With Jay Leno (N) (In Stereo) 4	Daily News 4	Extra Johnny Cash																																		
KCAU 6 6 (9)	Dr. Phil 4	The Dr. Oz Show (In Stereo) 4	News ABC	News CBS Evening News	News KSFY News at 5 in HD	Wheel of Fortune (N) 4	Dancing With the Stars 4	Castle (N) 4	News Jimmy Kimmel Live	Nightline (Paid) 4	Inside ABC World News																																			
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ABC KSFY 13 7 (13)	Jeopardy! (N) 4	Be a Millionaire	The Ellen DeGeneres Show (In Stereo) 4	KSFY News at 5 in HD	Wheel of Fortune (N) 4	Dancing With the Stars 4	Castle (N) 4	News Jimmy Kimmel Live	Nightline (Paid) 4	Inside ABC World News																																				
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FOX KTW 21 9 (7)	Steve Harvey (In Stereo) 4	Anderson Live (N) (In Stereo) 4	America's Funniest Home Videos (In Stereo) 4	How I Met Your Mother	Bones Investigating a former Marine's death. (N) 4	The Following Joe de-mands information from Ryan. (N) 4	The Office "Inner Circle" 4	Dish Nation (N) 4	Friends 4	Friends 4	Excused Excused																																			
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KSCB 97	Marcus Reflec	Jesus Reflec	Salvation	Creflo D. P. Stone	J. Hagee	Parsley Joni	Marcus and Joni	Duplantis Joni	Gospel Copeland	Life To J. Meyer	Marcus and Joni	Joni Reflec																																		
KSIN 99 (12)	Arthur Martha	Wild WordGirl	Curious	PBS NewsHour (N)	Antiques	Antiques Roadshow	Market Warriors	Independent Lens	Why We Dance																																					
KXNE 8	Curious Super	Arthur WordGirl	Wild Electric	PBS NewsHour (N)	Antiques Roadshow	Market Warriors	Independent Lens	Why We Dance	Globe Trekker																																					
PAY CHANNELS																																														
HBO 17 (40)	Alvin and the Chipmunks: Chipwrecked (2011) 4			Cowboys & Aliens (2011) Daniel Craig, Harrison Ford. (In Stereo) 4			Fight Game	Real Time With Bill Maher 4	American Winter (2013, Documentary) Premiere. (In Stereo) 4	Fight Game	Michael Buffer	Boxing Timothy Bradley, Jr. vs. Ruslan Provodnikov, Welterweights. 4	I, Robot (2004) Will Smith. (In Stereo) 4																																	
HBO2	Being Flynn 4			X-Men: First Class (2011) James McAvoy, Michael Fassbender. (In Stereo) 4			Dream House (2011) 4	Girls 4	The Five-Year Engagement (2012) 4	Almost Famous (2000) 4																																				
MAX 420	New Year's Eve (2011) Halle Berry, Jessica Biel, Jon Bon Jovi. (In Stereo) 4			The Hangover Part II (2011) Bradley Cooper, Ed Helms. (In Stereo) 4			Caddyshack (1980) 4	House of the Rising Sun (1996) (In Stereo) 4	Mars Attacks! (1996) (In Stereo) 4	Lola Versus (2012) 4																																				
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SHOW 18 (435)	New Year's Eve (2011) Halle Berry, Jessica Biel, Jon Bon Jovi. (In Stereo) 4			The Hangover Part II (2011) Bradley Cooper, Ed Helms. (In Stereo) 4			Caddyshack (1980) 4	House of the Rising Sun (1996) (In Stereo) 4	Mars Attacks! (1996) (In Stereo) 4	Lola Versus (2012) 4																																				
SHOW2	Stardust (2007) Claire Danes. 4			The Woman in Black (2012) 4			Caddyshack (1980) 4	House of the Rising Sun (1996) (In Stereo) 4	Mars Attacks! (1996) (In Stereo) 4	Lola Versus (2012) 4																																				
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TMC	Touch Standing in the Shadows of Motown 4			Rumble Fish (1983) 4			Caddyshack (1980) 4	House of the Rising Sun (1996) (In Stereo) 4	Mars Attacks! (1996) (In Stereo) 4	Lola Versus (2012) 4																																				
CABLE STATIONS																																														
A&E 57 (41)	Storage Storage	Storage Storage	Storage Storage	Storage Storage	Storage Storage	Storage Storage	Storage Storage	Storage Storage	Storage Storage	Storage Storage	Storage Storage	Bates Motel 4	Bates Motel 4	Storage Storage	Storage Storage	Storage Storage	Storage Storage	Storage Storage	Storage Storage	Bates Motel 4																										
AMC 41 (54)	Braveheart (1995) Mel Gibson, Sophie Marceau. 4	The Lord of the Rings: The Two Towers (2002) Elijah Wood, Ian McKellen. 4			The Lord of the Rings: The Two Towers (2002) Elijah Wood, Ian McKellen. 4			The Lord of the Rings: The Two Towers (2002) Elijah Wood, Ian McKellen. 4			The Lord of the Rings: The Two Towers (2002) Elijah Wood, Ian McKellen. 4			The Lord of the Rings: The Two Towers (2002) Elijah Wood, Ian McKellen. 4			The Lord of the Rings: The Two Towers (2002) Elijah Wood, Ian McKellen. 4																													
ANPL 19 (43)	Pit Bulls-Parole Gator Boys	Tanked: Unfiltered	Real Housewives	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba																										
BRAVO 25 (55)	LA Shrink LA Shrink	Real Housewives	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba	Reba Reba																										
CMTV 38 (77)	Kitchen Nightmares 4	Rose. Rose.	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4	Mad Money (N) 4																											
CNBC 53 (52)	Closing Bell	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4	Fast Money (N) 4																											
CNN 33 (49)	Jack Tapper	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4	The Situation Room (N) 4																											
COM 45 (61)	Half Hour Futurama	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny	Futurama Sunny																											
CSPAN 49 (17)	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs	Public Affairs																											
DISC 34 (44)	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4	Overhaulin' 4																											
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DISXD 65 (163)	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It	Phineas Kickin' It																											
EITV 51 (62)	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim	Kourtney-Kim																											
ENC 480	The Recruit (2003) 4	Hearbreak Ridge (1986) Clint Eastwood. 4			Hearbreak Ridge (1986) Clint Eastwood. 4			Hearbreak Ridge (1986) Clint Eastwood. 4			Hearbreak Ridge (1986) Clint Eastwood. 4			Hearbreak Ridge (1986) Clint Eastwood. 4			Hearbreak Ridge (1986) Clint Eastwood. 4																													
ESPN 28 (24)	NFL Live (N) 4	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon	Around Pardon																											
ESPN2 29 (25)	SportsNation (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4	NFL Live (N) 4																											
EWTN 74 (65)	Animated Catholic																																													