

- Surprise that a musical could bring as much money as *Grease* did
- cross over with the documentary genre
- Introduction of the disco soundtrack and rise of the dance musical
- 1980s: *Fame*
- *Flash Dance* (1983) effected the rise of the music video
- Irene Cara and Bonnie Tyler, use of stars with standout songs that have an ongoing after life
- Musical TV shows rise
- Youth orientated
- 1990s; DISNEY
- Disney dominates in this era
- Not the only company to rise
- NOW; Rise of the West End Broadway
- Musicals based upon established stage shows
- 2001 rise of the MTV aesthetics with *Moulin Rouge*
- Rise of Hip Hop in musicals; *8 Mile* with the soundtrack topping the charts
- *Chicago* won Best Picture at the 2002 Oscars
- Broadway has also taken successful nostalgia films and adapted to plays; *Shrek*, *Mary Poppins* etc.
- Not the same art forms
- Direct to DVD market; *HSM* introduced to the genre,
- Relationship between talent shows and dance musicals such as *Step Up* and *Stomp*
- Musicals are a challenge; more likely to get an Oscar for it
- Not enough to have stars in musicals any more; *Nine* was a flop