

The story of how

Disney ate

P  X A R

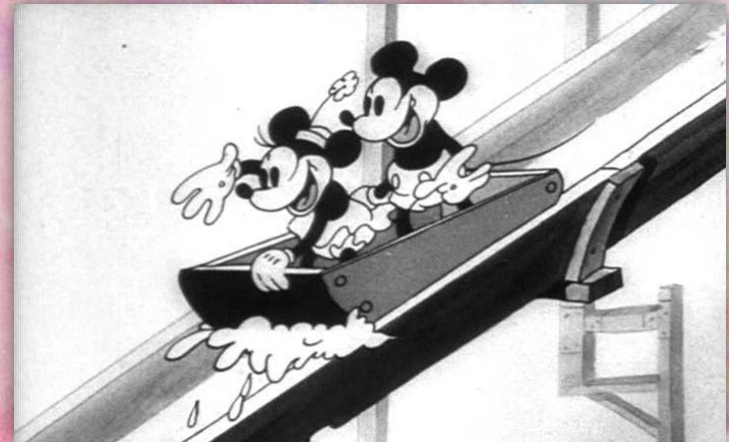
**MARVEL**

and

**LUCASFILM**  
Ltd

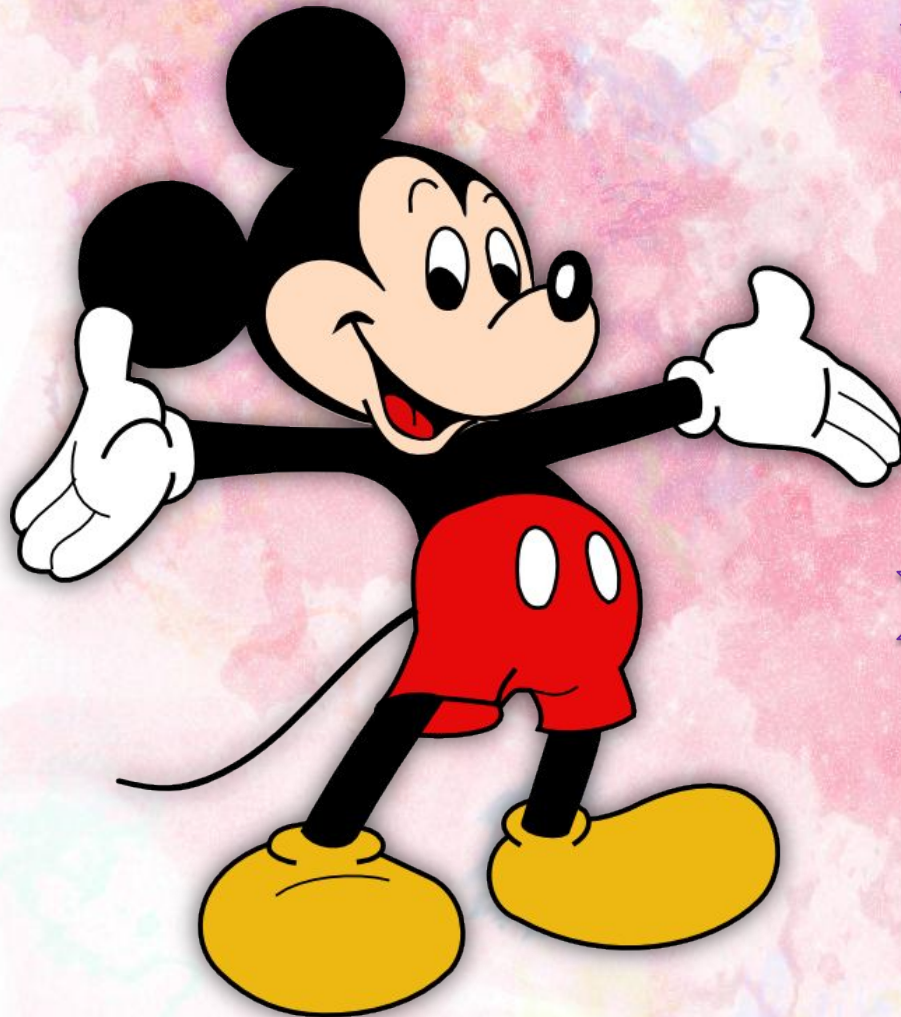
# The Walt Disney Company

The Walt Disney Company — is one of the largest financial conglomerates in the entertainment industry in the world.



Founded on October 16, 1923 by brothers **Walter and Roy Disney** as a small animation studio, it is currently one of the largest Hollywood studios, the owner of 11 amusement parks and two water parks, as well as several broadcasting networks, among which is the American broadcasting company (ABC).

The original and only business line of Walt Disney until 1955 was cinema. The division, also known as **Walt Disney Studios**, includes Disney film- and animation studios, record labels, and a series of Broadway theater performances.



### Animation

- Walt Disney Animation Studios
- Disney Television Animation
  - DisneyToon Studios
- Pixar Animation Studios

### Cinema

- Walt Disney Pictures
  - Disney Nature
  - Marvel Studios
    - Lucasfilm
- Touchstone Pictures

Walt Disney Pictures — is the main motion picture Studio of the Walt Disney Company, an entertainment media conglomerate. Walt Disney Pictures is a subsidiary of Disney entertainment. Walt Disney Pictures was founded as a division of Disney in 1983, and until that time Disney films were released under the label of the parent company, then called Walt Disney Productions.

Animated  
films

Feature  
films

WALT DISNEY  
PICTURES

Since 2006, the conglomerate has bought several companies that were famous for their unique individual style — Pixar, Marvel Comics and Lucasfilm. Disney's total revenue in 2014 was \$ 7.5 billion, and the company owes much of its current success to Bob Iger, who helped the company survive its second-ever crisis.

THE LION KING, TOP250: 6



"If Disney has a problem with creativity and creating new profitable characters, then you need to buy them from other companies»

WALL-E, TOP250: 33



Despite the failures in the production of cartoons, the company was still very rich — it made a profit thanks to its TV channels, shops and theme parks, which received more than 120 million guests annually. Walt Disney laid the Foundation of this structure, which constantly supports the company in difficult times.

BEAUTY AND THE BEAST, TOP250: 86



Production of full-length cartoons required a lot of money. Disney was looking for different sources of income — and in 1954 came up with Disneyland.

INSIDE OUT, TOP250: 93





To find money for the construction of the Park, Disney signed a brilliant contract with the ABC channel. They had to invest in the construction of the Park, and he — to conduct a weekly program on the channel, showing children their cartoons.

ALADDIN, TOP250: 148



"Someone might think that Disney lost by paying as much as 7.5 billion for Pixar, but the figures say the opposite»

MONSTERS, INC., TOP250: 186



In the first years of its existence, Pixar created several short animated films, one of which received an Oscar, but did not bring any profit. Three times Steve Jobs tried to resell the company to someone, but every time at the last moment refused the deal.

THE FOX AND THE HOUND, TOP250: 192



Things were bad until Disney came on stage. Bob Iger convinced the creators of Pixar that after the takeover promises to preserve the spirit, values and creative principles of their company.

MULAN, TOP250: 219



Pixar began to make cartoons faster, and they all made big profits. So, "University of monsters" cannot be called a failure, because he collected 800 million dollars at the box office. In the near future, Pixar plans to release a continuation of "Wheelbarrows", "Toy Stories" and "Superfamily".

TANGLED, TOP250: 242



At the same time, native Disney Studio has grown in the eyes, standing on a par with modern studios. Frozen became the most profitable cartoon in the history of cinema, and recently released "City of heroes" clearly turned out very successful.

THE LITTLE MERMAID, TOP250: 244



The first **Marvel Comics** appeared in 1937. Since then, the company has been resold several times — and always fell into the hands of some strange people.

In 1996, Marvel declared bankruptcy. To save a drowning man brand has chosen the owners of the company for the production of **Toy Biz**— **Avi Arad** and **Ike Perlmutter**. These two have so successfully reorganized the **Marvel** business that ten years later **Disney** paid \$ 4.6 billion for it.



Avi Arad and Ike Perlmutter began selling licenses to use popular Marvel characters. The idea was for the Marvel universe superheroes to go beyond their usual teenage audience and become common knowledge. In parallel, Marvel began again to publish comics, found new sales channels for them, re - "rewritten" their old stories for a young audience. By 2010, they had increased their market share of comics to 50%.





In 2005, with 500 million investments, **Marvel** started its own film production. Bob Iger in Marvel attracted a number of potentially profitable heroes. The owners of Marvel is relatively easy to agree to the deal, as both were more businessmen than artists. The fact that the acquisition was worth its 4 billion, proved the incredible success of the "Avengers", which collected in the world box office more than 1.5 billion dollars and entered the top three highest grossing films in the history of cinema.



In 2011, George Lucas participated in the preparation of the attraction, made based on the "Star wars" in Disneyland. At the opening ceremony, Bob Iger asked him if he thought to sell the company-and hit the spot.



After the cold reception of the second trilogy of "Star wars" he did not want to make new films. The question of who to leave the company, got a rib. Lucas said that for him it is not so much a question of money, as the question about the preservation of its heritage. He was afraid to imagine that someone can take the Universe he created and start doing with it what he wants.



Lucas decided to sell the company on the condition that they remove another trilogy according to his script and he will have the right to vote in everything related to the use of his brand. The talks went on for six months. Disney bought Lucas' company for \$ 4 billion.



Thank you for listening to my  
Presentation

