

## THE WALT DISNEY COMPANY

Rudetska I.O., E -72

Disney is one of the most famous names in the animation industry, known for providing entertainment directed to adults and children alike; with international theme parks and a world-class animation studio and business franchise, the company nearly dominates the industry. Famous names such as Mickey Mouse began with Disney, and were the foundation of a company that has now branched out into several entertainment studios, theme parks, products, and other media productions.

Disney is among the ten most valuable brands in the world. TWDC is active in 172 countries and represents a 1300 radio and television channels that broadcast in 53 languages.

The Walt Disney Company (TWDC) - one of the world's largest licensors. The company topped the list of distributors and video DVD and Blu-Ray production in Europe, Latin America and Russia. TWDC video library has more than three thousand movies.

Since its founding TWDC and structures entering of it, remained loyal its main principle - to create exceptionally high quality products, using a wealth of experience gained over many years of successful operation. Walt Disney Company was founded in as a cartoon studio in 1923. Walter Elias Disney, founder of the Walt Disney Company, was a pioneer in the development of animation as an industry. From the very beginning, Disney's founder Walter Elias Disney fostered the spirit of creativity, innovation and excellence that continues to underlie all of the company's success.

Nowadays The Walt Disney Company is developing five areas of business: studios and theater performances, media network, interactive media group, consumer goods, parks and resorts.

The headquarters of the Walt Disney Company and its main production facilities are concentrated in the division of Walt Disney Studios (Walt Disney Studios) in Burbank, California, USA.

The Walt Disney company has a prestigious history in the entertainment industry, stretching over 75 years. The Walt Disney Company had humble beginnings as a cartoon studio in the 1920s. Walt Disney was the visionary behind the studio and started the company with his brother Roy Disney back in 1923. But it wasn't until 1928 that the character of Mickey Mouse was born with the premiere of "Steamboat Willie" and became an instant worldwide sensation.

Over the next two decades, Walt created a number of animated classics and helped the art form take hold in the hearts of a world wide audience. In the fifties was when The Walt Disney Company began to resemble its current self. As his films continued to succeed at the box office, Disney began looking for other opportunities and found it with amusement parks. The first Disney amusement park, Disneyland, opened on July 17, 1955.

Walt continued to achieve a number of box office successes throughout the sixties until his untimely death on December 15, 1966. But The Walt Disney Company kept growing and over the next few decades managed to dominate in film, television, amusement parks and even in publishing, retail and music. In the 1970s and 1980s, the company suffered from takeover attempts, but eventually recovered; the recruiting of the current chairman, Michael D. Eisner, was crucial to that. Eisner and executive partner Frank Wells have been a successful team, leading Disney to continue its tradition of excellence into a new century. Today it remains one of the top five entertainment companies in the world and continues to be dedicated to providing innovative, quality entertainment for all members of the family, across America and around the world.

### Company Assets and Entertainment Brands:

The Walt Disney Company has developed a number of internal brands over the years, but has also acquired a bevy of top notch third party entertainment brands that have helped expand their global reach. Here is a list of just some of the major film and television assets that make up The Walt Disney Company:

Film Production: Touchstone Pictures, Walt Disney Pictures, Pixar Animation, Hollywood Pictures, Miramax Films and Walt Disney Animation Studios.

Television and Television Production: ABC, ESPN, The Disney Channel, SOAPnet, ABC Family, Touchstone Television, ABC Studios among others.

### Major Players:

Since the tumultuous departure of Michael Eisner, The Walt Disney Company has attracted a number of significant entertainment industry leaders, such as: Robert Iger: President and Chief Executive Officer

Anne Sweeney: Co-Chair Disney Media Networks and President Disney-ABC Television Group

Steve MacPherson: President of Entertainment, ABC Networks.

EL Adviser Gladchenko O. R.