

Disney is a company that is known for a few things. Their magical theme parks, Disney princesses, amazing feats done with animations, and their ability to conglomerate as many big names as they can. Currently according to Investopedia Disney is the owner of 21st Century Fox, ABC, Pixar Animations Studios, Lucasfilm, and Marvel Entertainment. These were all bought and expanded by Disney. Is the success of Disney Plus owed to all of these names they have picked up in order to create new titles. It seems that Disney is conglomerating who collects as many big titles and names as they can find and the question I have to ask is Disney's collection of all these titles helping or harming these big names? There is also the question that is the consumer suffering from the collection of all these titles, does this lead to an increase or decrease in advertising, and is the collection of all these titles helping or harming Disney as a company?

Recently Disney has been buying out many big names and companies that are well known in the American household. Thanks to Investopedia I was able to look a little more into some of the companies that Disney has acquired throughout the years. The most recent well known name that has been bought out is 21st Century Fox just back in 2019 the company was purchased for \$71 billion. A company that I hold personally and have been keeping a big eye on before and after Disney bought it is Lucasfilm. Back in 2012 Lucasfilm was bought out by Disney for \$4.1 billion dollars and the purchase of this company came with well known names like Indiana Jones and a franchise I personally hold close, Star Wars. This article only lists 5 well known companies that Disney has purchased over the years. With Disney getting a hold of companies like Lucasfilms they're able to continue popular franchises like Star Wars and make them more in Disney's image. This creates a bit of a question as to if Disney purchasing these companies and gaining access to these franchises is a good thing. The primary purpose of Disney

purchasing these companies is they believe it will make them money based off of the name recognition alone. That doesn't typically result in the best content being produced for the franchise which is why it's important to question if Disney collecting these companies is a good thing or not. This has a strong relation to our society in how art has become something with just a profit motive. No company these days will try anything risky and it's a viable business strategy to buy out old franchises or companies and use that to capitalize on nostalgia.

Disney collecting all of these companies and franchises would also result in new streaming services like Disney Plus. Thanks to my source Cnet you can see the large lineup that Disney Plus offers which no other streaming provider does. In fact since Disney owns the company Lucasfilms they're able to advertise their own completely unique Star Wars content like The Mandalorian which was arguably the biggest selling point for Disney Plus alone. Star Wars content is not the only thing that Disney Plus offers but the new Star Wars content thanks to Disney may certainly be a boon to the consumer. According to Screen Rant there are 11 more Disney Star Wars TV shows coming out eventually. If all of these will actually be released I cannot say but it does show both the good and bad sides of a conglomeration like Disney buying as many franchises that they can get ahold of. People were huge fans of the newest Disney show The Mandalorian but releasing another 11 TV shows is potentially showing oversaturation of Star Wars content. That is the negative that I'm arguing against which is these new TV shows being released more for money than their artistic value. So if you are a Star Wars fan it would definitely be easy for these new shows to come off as a positive or negative thing. This is what I fear when it comes not only to Disney but how it does with all conglomerations. I worry that most good franchises will be bought and turned into something that will be turned out for profit motives only. Franchises being bought out by large conglomerates only seems more and more common as

large streaming services keep being created. If Netflix, Amazon, Hulu, or Disney doesn't wish to create their own art it would be incredibly easy just to invest your money into purchasing properties and using the name that comes with those franchises to pull in more audiences.

After reviewing the effect that Disney as a conglomeration had on the company itself and some of the titles that it now owns we can review the positive and negative effects this may have caused. With the new titles that Disney now owns it has been able to pull together an impressive list of shows and movies to feature on its streaming service Disney Plus. Which owes its popularity to an original show The Mandalorian. The expansion of Disney as a conglomeration has been shown that they have the ability to collect large and well known titles and form them more in their own image. The effects it likely has on society is a lack of new original titles but expanding on old ones and attempting to capitalize on nostalgia with their audiences. The positive effects shown is the large amount of new content being created for certain titles and franchises. Star Wars is getting significantly more content since being purchased by Disney than before. This means that if you're a Star Wars fan then you're receiving significantly more content. While it's true that conglomerations can create good content which is proven by the popularity of The Mandalorian, we still need to be careful that they don't create too much content just to pull in money. This fear arises from Disney announcing their plans to create up to potentially eleven more Star Wars TV shows. Conglomerations have many positives and negatives when it comes to content but we need to be careful that we don't let these conglomerations take beloved franchises and destroy them.

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