Week 2 - Activity

Introduction:

1. Disney: The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise that includes three core business segments: Disney Entertainment, ESPN, and Disney Experiences.
2. Marvel: Marvel is where heroes come alive and epic adventures unfold! Originally starting as Timely Publications in 1939, Marvel has created a vast universe filled with iconic superheroes like Spider-Man, Iron Man, and the Avengers. The Marvel Cinematic Universe (MCU) began in 2008 and took the world by storm, connecting stories across movies and TV shows and turning superhero tales into blockbuster successes. Marvel captures our imagination and inspires us to believe in the hero within us all.
3. LucasFilms: Lucasfilms is the creative force behind some of the most beloved films in history, especially the epic "Star Wars" saga. Founded by George Lucas in 1971, the company has been at the forefront of groundbreaking storytelling and visual effects. Whether you’re battling the dark side in a galaxy far, far away or adventuring with Indiana Jones, Lucasfilm has a knack for weaving unforgettable tales. Since being acquired by Disney in 2012, they’ve continued to expand these iconic stories for fans, new and old.

Why was the Acquisition Significant:

1. Disney Acquiring Marvel
2. Financial Success

* Disney acquired Marvel for 4 billion in 2009.
* Marvel’s net worth as of 2024 is 28 billion.

1. Return on Investment

* Disney broke even on their purchase of Marvel in 5 years.

1. Disney Acquiring LucasFilms
2. Financial Success

* Disney acquired LucasFilms for 4.09 billion in 2009.
* LucasFilms’ net worth as of 2024 is 10 billion.

1. Return on Investment

* Disney broke even on their purchase of LucasFilms in 6 years.

1. Disney+
2. Revenue Success

* Disney+ steaming subscription service amassed 250 million subscriptions globally by 2025 bringing new and old fans alike to support Marvel and LucasFilms content.

Disney’s Goals & Potential of the Investments:

1. Expanding Intellectual Property – Led to Creation of many possible revenue streams, for example, shows, games, merchandise, theme parks, collaborations and cameos.
2. Brand Autonomy - Allowing Marvel and LucasFilms to operate semi-independently under strong leadership.
3. Leveraging Disney’s Vast Resource's and Distribution Networks – To amplify the brands reach across the public.
4. There are a variety of characters to expand Disney’s universe and audience.
5. More content for their existing TV networks and for future streaming platforms.
6. Expansion of fan base.
7. Financial success due to the acquisition of the production companies.
8. Increasing net worth of the acquired production companies.

Challenges Faced:

1. Competition of other universes like DC Comics.
2. Sony held and still holds the rights for characters in the Marvel Comics Universe hindering Disney from creating content with a full range of characters.
3. Marvel and LucasFilms still maintaining their unique identities after the acquisition as it would have disappointing the fan bases if they got rid of the acquisitioned companies altogether (possibility that fans might think Disney was blending or softening the different styles of Lucasfilms and Marvel).
4. Aligning with Disney's values and rules, originally producing content that is targeted towards the whole family unlike previous Marvel and LucasFilms projects.
5. Controversies from long-time fans whose expectations were not met after Disney acquired Marvel and LucasFilms.