

MED02: Media Conglomerate Study

Executive Summary | February 01, 2026

Key Performance Indicators

438M TOTAL SUBS	\$10.69 AVG ARPU	24.1% BUNDLE PENETRATION
ESPN Originals TOP FRANCHISE	71.2B TOTAL CONTENT HOURS	9.9% AVG CROSS PROMO LIFT

Stock Performance Summary

Metric	Value	Interpretation
Total Return (10.0Y)	28.6%	Cumulative appreciation
Annualized Return	2.6%	Geometric mean annual
Volatility	28.4%	Annualized std dev
Sharpe Ratio	0.09	Risk-adjusted return
Max Drawdown	-60.7%	Peak-to-trough

Data Coverage

Company: Disney (DIS)
Analysis Period: 2016-02-03 to 2026-01-30
Total Data Points: 15,538
Data Sources: Yahoo Finance (stock), synthetic operational metrics
Focus: Parks, streaming, and IP monetization