

# Disney TIV Report

Score: 35.11% (158/450)

Category: Technology Follower

Assessment Date: 2025-09-01

## Section Summary

Section	TIV Score	Category
Part 1: Business & Strategy	16.67%	Technology Follower
Part 2: Apps & Data	44%	Technology Follower
Part 3: Infrastructure	44.67%	Technology Follower
Total TIV Score	35.11%	Technology Follower

## Business & Strategy Analysis

Assessment of business strategy and technology leadership reveals organizational commitment to digital capabilities development through executive structure, strategic initiatives, and technology talent acquisition.

- Management structure lacks dedicated CDO and CTO roles
- Technology is mentioned as a key enabler in growth strategies, but lacks a detailed multi-year technology roadmap
- No specific evidence of recent hiring activity for data and tech roles
- No recent layoff announcements related to tech or data roles
- Mixed reviews found on platforms like Glassdoor, indicating some positive sentiment but also concerns
- No active engineering blogs or community contributions

## Applications & Data Analysis

Technical platform evaluation demonstrates digital architecture maturity, data management sophistication, and customer experience optimization capabilities.

- Disney's website uses modern frameworks like React
- Evidence of modern REST APIs and secure headers
- Basic rules-based personalization and experimentation tools were detected
- Disney employs a comprehensive consent management platform

- Partial evidence of event-driven architecture
- Minor errors detected in code quality assessments
- Basic CRM integration and a comprehensive marketing ecosystem were found
- Updates to mobile apps are released quarterly

## Infrastructure Analysis

Infrastructure assessment shows cloud strategy implementation, security posture, and operational scalability aligned with modern technology practices.

- Disney has a primary partnership with AWS for cloud services
- Some traditional data structures were found, but no evidence of a modern data stack
- Evidence of Kubernetes usage and GPU usage was found
- Evidence of medium CI/CD maturity was found
- Evidence of modern TLS, encryption-at-rest, compliance with GDPR/CCPA, IAM practices, and DevSecOps practices

## Evidence Gaps & Assumptions

Areas with insufficient evidence:

- Specific financial commitments related to technology
- Hiring volume and mix for data and tech roles
- Data literacy in job ads
- AI ethics policy or training
- Community contributions
- Partnerships with AI cloud services
- Model registry, feature store, and pipeline automation
- Deployment cadence and data quality tools
- AI security measures

## Recommendations

Key improvement areas based on gaps identified:

1. Appoint dedicated CDO and CTO roles to drive technology strategy and implementation
2. Develop a detailed multi-year technology roadmap
3. Increase hiring activity for data and tech roles
4. Establish an AI ethics policy and training program
5. Improve deployment cadence and data quality tools

## Overall Assessment

Disney demonstrates a basic commitment to technology but lacks a clear strategic roadmap and robust hiring practices in tech roles. The company shows strengths in its use of modern web frameworks and security practices but has opportunities to improve in leadership roles, hiring practices, and AI capabilities.

## Evidence Sources

Leadership & Management:

- [Disney Executive Team](<https://www.disney.com>)
- [Glassdoor Disney Reviews](<https://www.glassdoor.com>)

Financial & Investment:

- [SEC Disney Filings](<https://www.sec.gov/edgar/searchedgar/companysearch.html>)

Technical & Performance:

- [PageSpeed Insights](<https://developers.google.com/speed/pagespeed/insights/>)
- [AWS Disney Partnership](<https://aws.amazon.com/partners/>)