

# [Media conglomerate: walt disney company](https://assignbuster.com/media-conglomerate-walt-disney-company/)

The Walt Disney Company is the third largest conglomerate in the world. Its revenues average in the 20 billions yearly. Disney has branches in film, Internet, music, broadcasting, publication, and recreation. Disney has grown to become a powerhouse over the past 50 years.

Started by the man himself, Walt Disney started a cartoon studio in 1920’s bringing the much-loved Mickey Mouse to life, and bringing him along with other characters to Disneyland in 1955. As Disney animated films are released the new Mickey Mouse Club debuts on television. True success came from the collaboration of the animated films and the theme parks. In 1970 the first park in Orlando opens marking the start of Disney World. Over the span of the next decades, Disney expands with programming and other media as well as opening new parks in other areas of the world.

The Walt Disney Company is most notorious for owning the Walt Disney Parks. The parks also make up about 25% of their annual revenue. The 90’s filled the homes of American families everywhere with classic motion picture films. Walt Disney also own seven production/distribution studios including Touchstone Pictures, Hollywood Pictures, and Miramax Films. The Buena Vista Internet Group (owned by the Walt Disney conglomerate) owns 12 websites including ABC. com, NFL. com, and NBA. com. Along with numerous music and publishing companies, The Walt Disney Company also owns a large amount of television networks including The Disney Channel, ABC, and Soap net.

The revenue brought in by the Walt Disney averages on 3. 5 billion yearly. The company as a whole is worth about 50 billion. The company posts their quarterly financial revenue on The Walt Disney Company website. In a recent article, The Walt Disney Company is showcased along with its stock market opportunities of growth and success.