



Disney Plus Company Profile

Your Company Name

Disney Plus Company Profile




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Executive summary

The following slide highlights the Disney plus OTT platform snapshot. It illustrates company outline , market share, average revenue per customer, subscribers count, shows & movies, countries and languages

Disney Plus

- A part of Walt Disney Company that provides online streaming services through its OTT platform
- It shows content made by Disney, Pixar, Wonder, Star Wars, and National Geographic studios
- Platform is accessible on compatible internet-connected devices in 106 countries
- Add text here
- Add text here

14.7%
Market Share (2021)

US\$6.35
Average Revenue per Customer



Company at a Glance (Apr 2022)



137.7 Million+
Subscribers (April 2022)



13,000+
Shows & Movies



106
Countries



21
Languages

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Company overview

The following slide highlights the brief details of Disney plus OTT platforms. It shows growth plans, revenue, brand name, business type, parent company name, launch date, headquarters, country of origin, president, senior vice president, website, services regions and global users



Growth Plans



Revenue

US\$5.2 Bn
FY2022

Brand Name

Disney Plus

Parent Company

The Walt Disney Company

Country of Origin

United States

Website

www.disneyplus.com

Business Type

OTT Brand

Launch Date

Nov-12-2019

President

Michael Paull

Services Regions

Global (106+ Countries)

Company

Disney Media and Entertainment Distribution

Headquarters

Burbank, California

Senior Vice President

Eric Lieberman

Global Users

137.7 Million (as of April 2, 2022)

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Business model canvas

The slide highlights the business functions and revenue generation structure for company. It depicts key partners, key activities, key resources, value proposition, customer relationships, channels, customer segments, cost structure, and revenue stream

Key Partnership

Content Partner :

- › PIXAR
- › MARVEL
- › STAR WARS
- › National Geographic
- › STAR

Technology Partner :

- › AWS
- › Add text here

Key Activities

- › Platform development
- › Content production
- › Media streaming

Key Resources

- › Streaming platforms
- › Exclusive streaming rights
- › Movies rights

Value Proposition

- › Disney plus original content
- › Local and regional content
- › Cost-effective subscription
- › Offline downloads
- › Virtual hosting with friends
- › Add text here

Customer Relationship

- › Self-service app
- › Automated movie recommendation
- › User support

Channels

- › Website
- › Mobile application
- › Social networks
- › Xbox one
- › PS4
- › Smart TV
- › Add text here

Customer Segments

- › Children
- › Teenagers
- › Adults
- › Family
- › Movies enthusiast
- › Sports fans

Cost Structure

- › Platform development
- › Marketing and sales
- › Content creation cost
- › Licensing fees
- › Administrative cost

Revenue Streams

- › Monthly subscription
- › Bundled subscription
- › Corporate plans
- › Discounted plans

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Streaming devices

The following slide highlights the list of compatible devices for Disney plus streaming. The platforms for devices includes television, computer, mobile & tablet and game consoles

Available on your favorite devices

TV



Amazon Fire TV
Android TV devices
AppleTV
Chromecast
LG TV
Roku
Samsung
Xfinity X1 & Flex

Computer



Chrome Operating System
Mac Operating System
Windows
Operating System

Mobile & Tablet



Amazon Fire Tablets
Android Phones
Android Tablets
iPhones
iPad

Game Consoles



PS4
PS5
Xbox One
Xbox Series X
Xbox Series S

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Our leadership

The slide depicts the leadership team of Disney+ streaming platform. It showcases president, senior vice president, vice president product and vice president viewer experience



Michael Paull

President,
Disney Streaming

Molly Brady

SVP, Disney
Streaming

Dave Lankford

VP Product,
Advanced Innovation

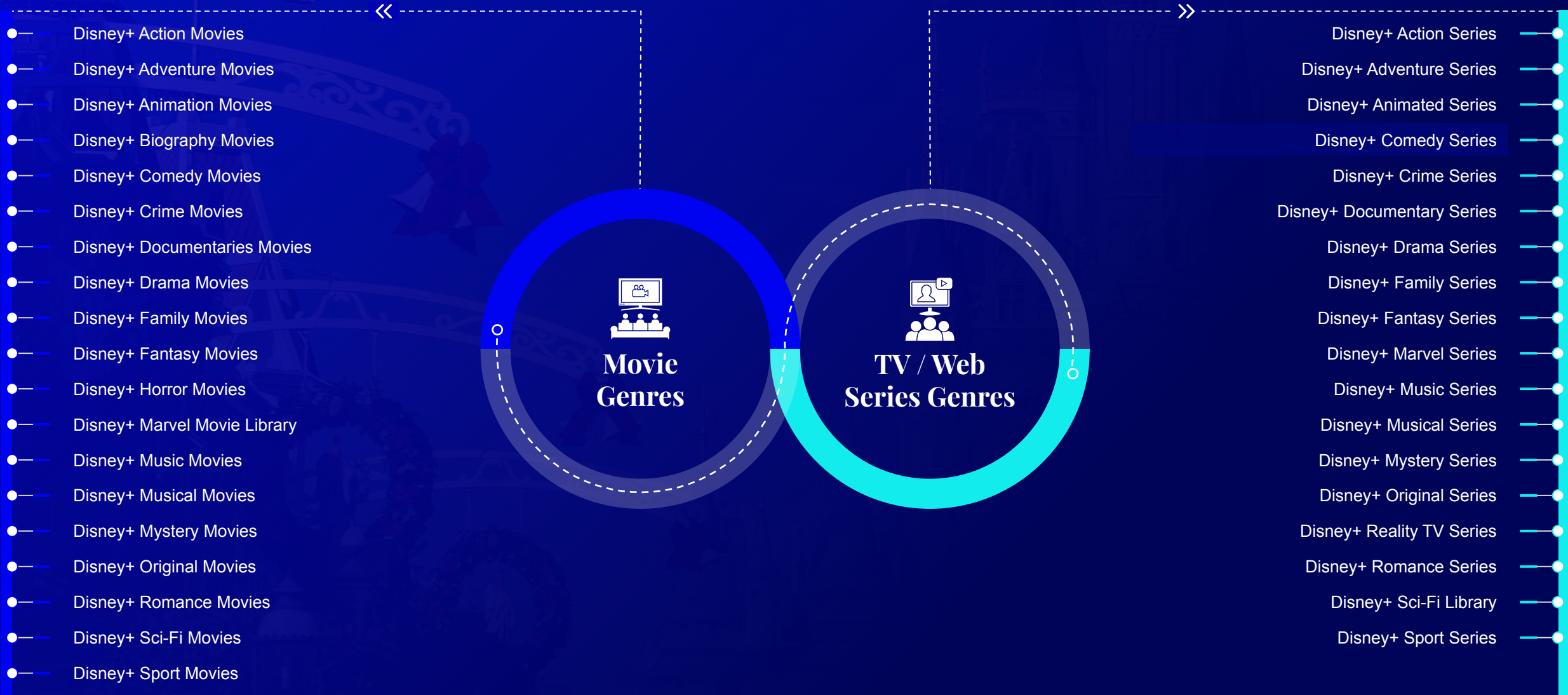
Arun Chandra

VP Product Viewer
Experience,
Disney Streaming

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Disney plus content genres

The following slide highlights the different movie and TV genres present in Disney plus content library. It shows action, adventure, animation, biography, comedy, crime, documentaries, drama, fantasy, horror, mystery, romance, sci-fi and sports genre.



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Media collection from partner studios

The following slide highlights the media collection in Disney plus content library produced by partner studios. The partner studios include Disney, Pixar, Marvel, Star Wars and National Geographic

Disney

- › Aladdin
- › Beauty and the Beast
- › Cinderella
- › Dumbo
- › The Lion King
- › The Little Mermaid
- › Mulan
- › Pinocchio
- › The Princess and the Frog
- › Sleeping Beauty
- › Big Hero 6
- › Encanto
- › Frozen 1 and 2
- › Moana
- › Tangled
- › Wreck-It Ralph

Pixar

- › Brave
- › Cars
- › Coco
- › Inside Out
- › Finding Nemo (and sequel Finding Dory)
- › Luca
- › Toy Story Collection
- › Turning Red
- › Up
- › Wall.E

Marvel

- › The Avengers
- › Captain America : The First Avenger
- › Iron Man
- › Ant-Man
- › Captain America : The Winter Soldier
- › Guardians of the Galaxy
- › Avengers : Endgame
- › Avengers : Infinity War
- › Black Panther
- › Black Widow

Star Wars

- › The Mandalorian
- › Bad Batch
- › Clone Wars
- › The Force Awakens from its nap
- › Obi-Wan Kenobi
- › Star Wars : A New Hope
- › Star Wars : The Empire Strikes Back
- › Star Wars : Return of the Jedi
- › Star Wars : The Force Awakens
- › Rogue One
- › Star Wars : The Last Jedi

National Geographic

- › Africa's Deadliest
- › Big Sur Wild California
- › Buried Secrets of WWII
- › Challenger Disaster Lost Tapes
- › Fauci
- › Growing up Wild
- › Hostile Planet
- › Narco Wars
- › Race to the Center of the Earth
- › The World According to Jeff Goldblum

Service offerings and pricing

The following slide highlights the pricing structure of Disney plus streaming service depicting standalone, bundle and gift card plan. It also depicts Special offerings and details of bundle plan.

Plan	Type	Cost
Disney Plus	Standalone Monthly	US\$7.99
Disney Plus	Standalone Yearly	US\$79.99
Disney Plus (US Only)	Bundle (Hulu With Ads) Monthly	US\$13.99
Disney Plus (US Only)	Bundle (Hulu Without Ads) Monthly	US\$19.99
Disney Plus	Gift Card Yearly	US\$79.99



- › Finest advertisement-free experience
- › Indefinite offline downloads on up to **10** devices
- › Over **100** titles in **4K** UHD and HDR
- › Watch on **4** screens at once at one time

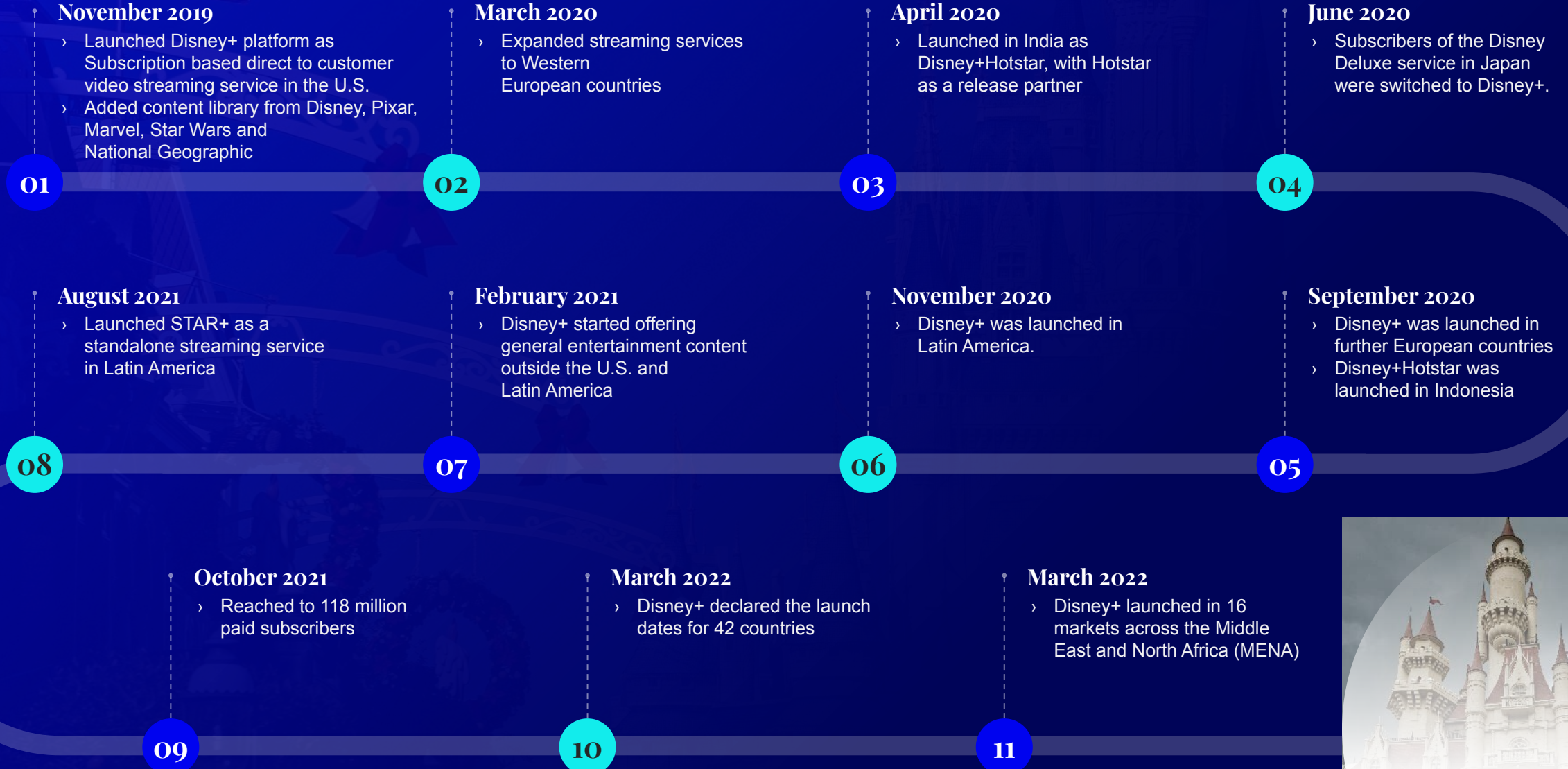


- › **Disney Plus** : New releases, classics, series, and originals
- › **Hulu** : **80K** episodes TV series, Hulu originals, and kids TV
- › **ESPN Plus** : Countless events streaming, top originals

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Timeline

The slide highlights the streaming platform timeline from its launch to current year. It depicts major milestones achieved by Disney plus which includes launch in US, Latin America, India & MENA. It also shows the launch with release partners



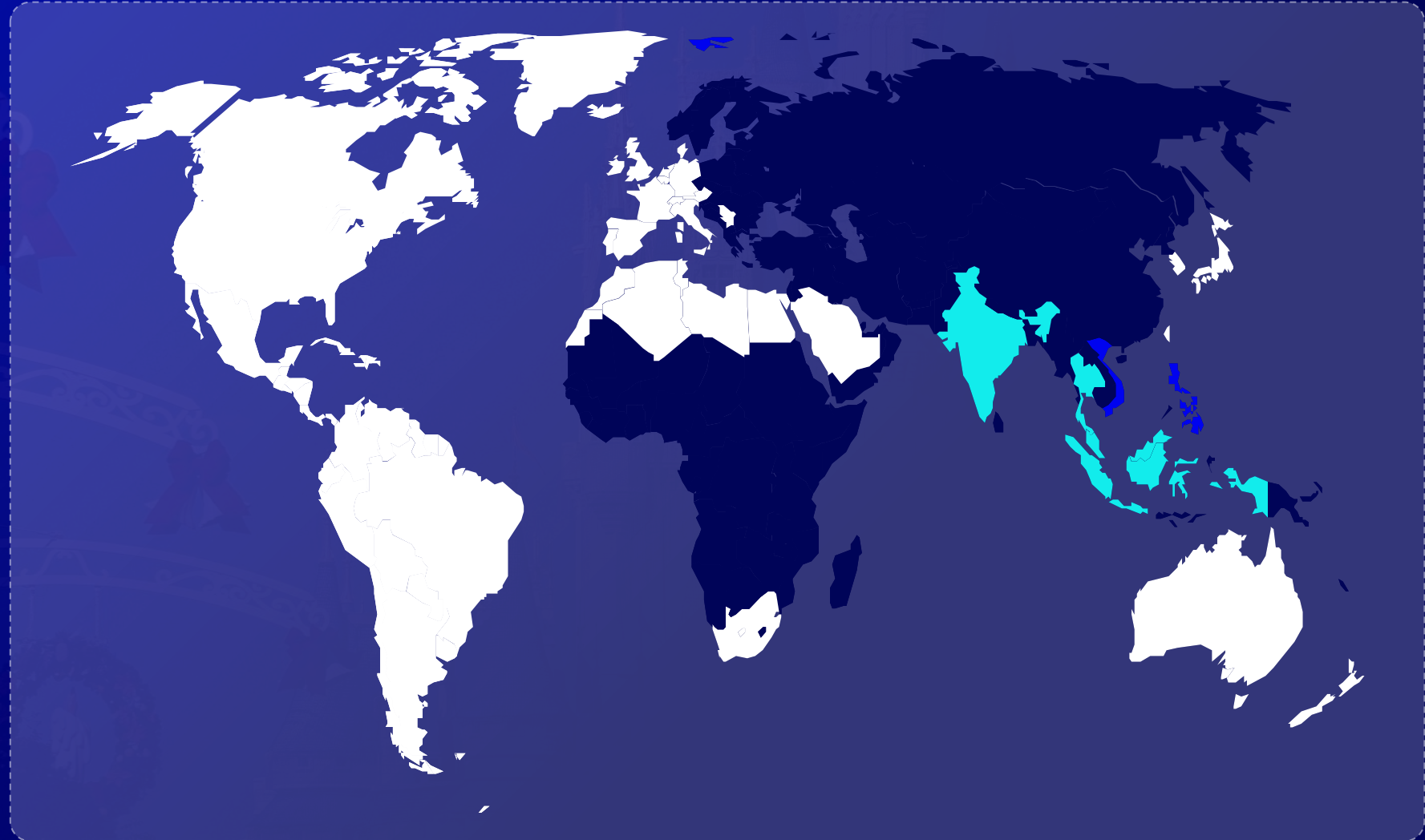
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Global presence

The slide illustrates the international reach of Disney plus streaming services. It showcases presence of Disney plus OTT platform services in 106 countries across globe.

- Available
- Available as Disney+ Hotstar
- Confirmed Launch
- No Current Launch or Announcement



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Major release partners with countries

The following slide highlights the technology partners for Disney plus streaming services releases across the multiple countries . The major release partners include SKY, TIM, StarHub, Taiwan Mobile, Yes, Verizon, Telekom, Visa, Movistar+, Hotstar and DirecTV.



- ▶ Sky
- ▶ TIM
- ▶ Star Hub
- ▶ Taiwan Mobile
- ▶ Yes
- ▶ Verizon
- ▶ Telekom
- ▶ Visa
- ▶ Movistar+
- ▶ Hotstar
- ▶ DirecTV
- ▶ Canal+ Calédonie
- ▶ NTT Docomo
- ▶ Hong Kong
- ▶ South Africa

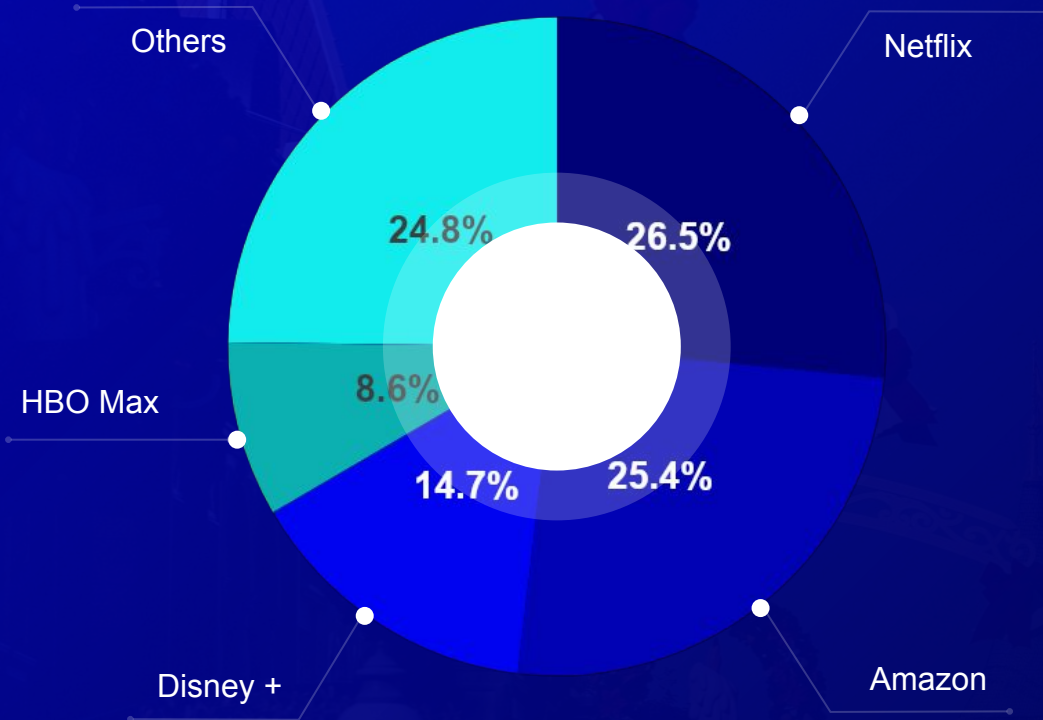
Countries
Ireland ,United Kingdom, Mexico
Italy
Singapore
Taiwan
Israel
United States
Germany
Anguilla, Aruba, Barbados, Costa Rica, El Salvador, Montserrat, Saint Kitts and Nevis, Paraguay
Spain
India, Indonesia, Malaysia, Thailand, Philippines
Argentina, Chile, Colombia, Ecuador, Peru, Uruguay
France, Wallis and Futuna, French West Indies, Mayotte, Mauritius, Réunion
Japan
Hong Kong Broadband Network
DStv

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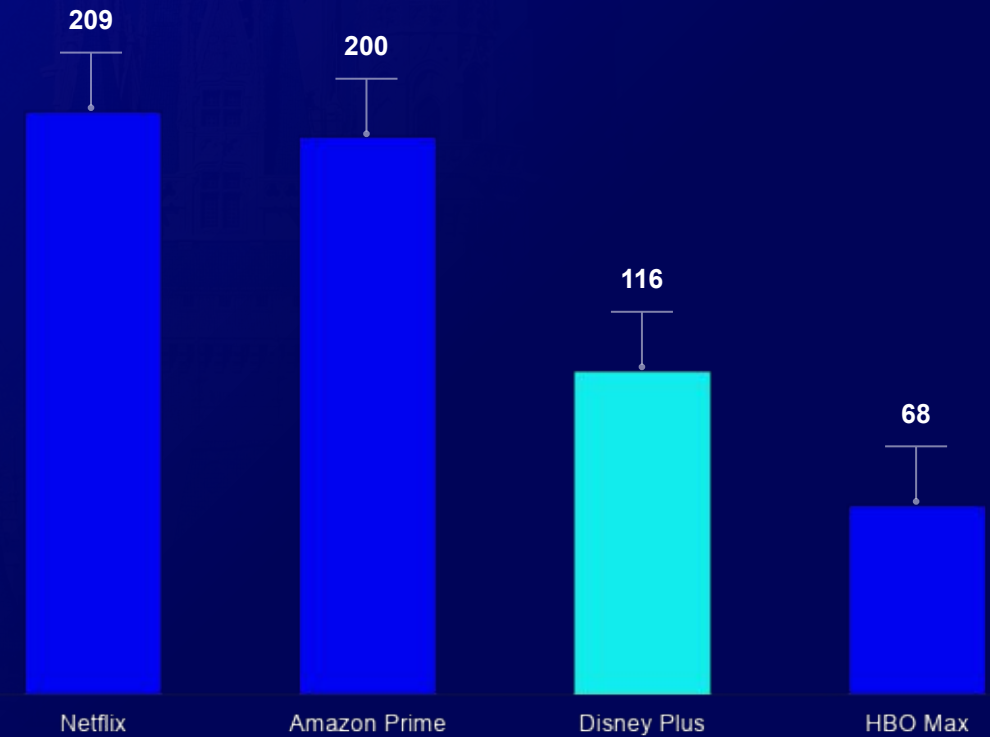
Subscription video on demand market share

The following slide highlights the global market share of top OTT platforms along with global subscribers in FY2021. The major OTT platforms includes Netflix, Amazon, Disney+ and HBO Max

Global SVOD Market Share 2021



Global Subscribers (MM) 2021

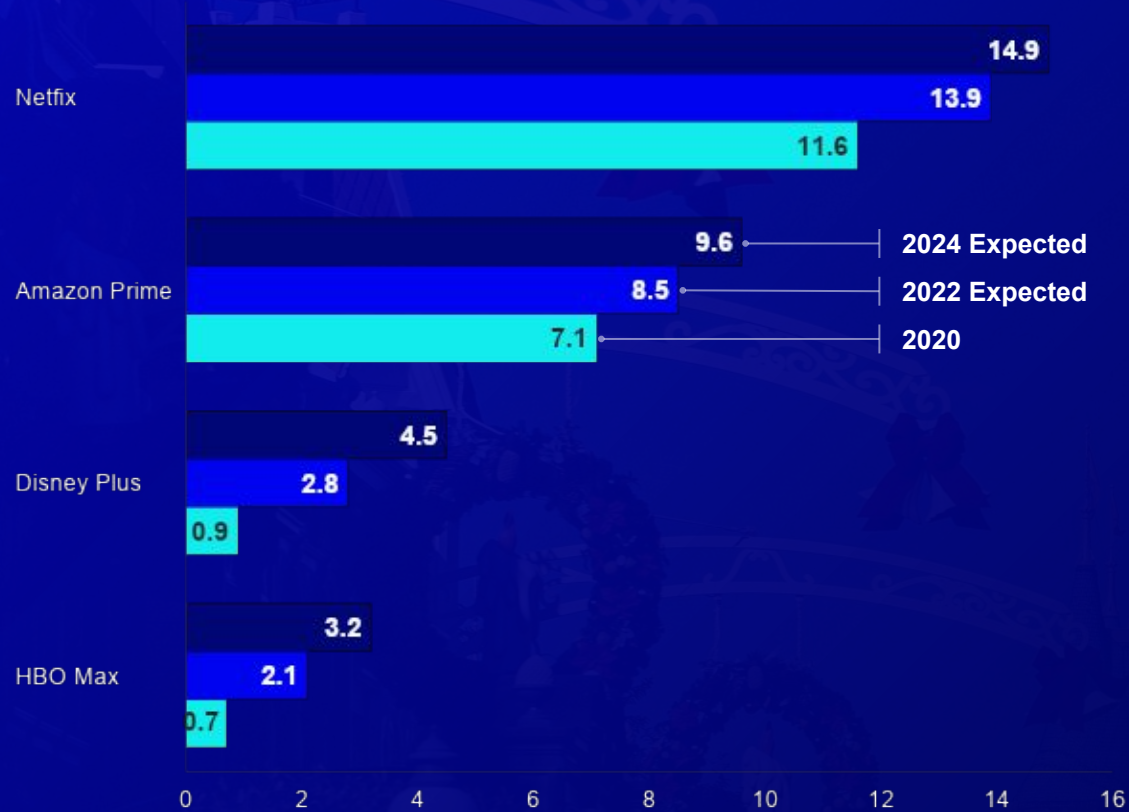


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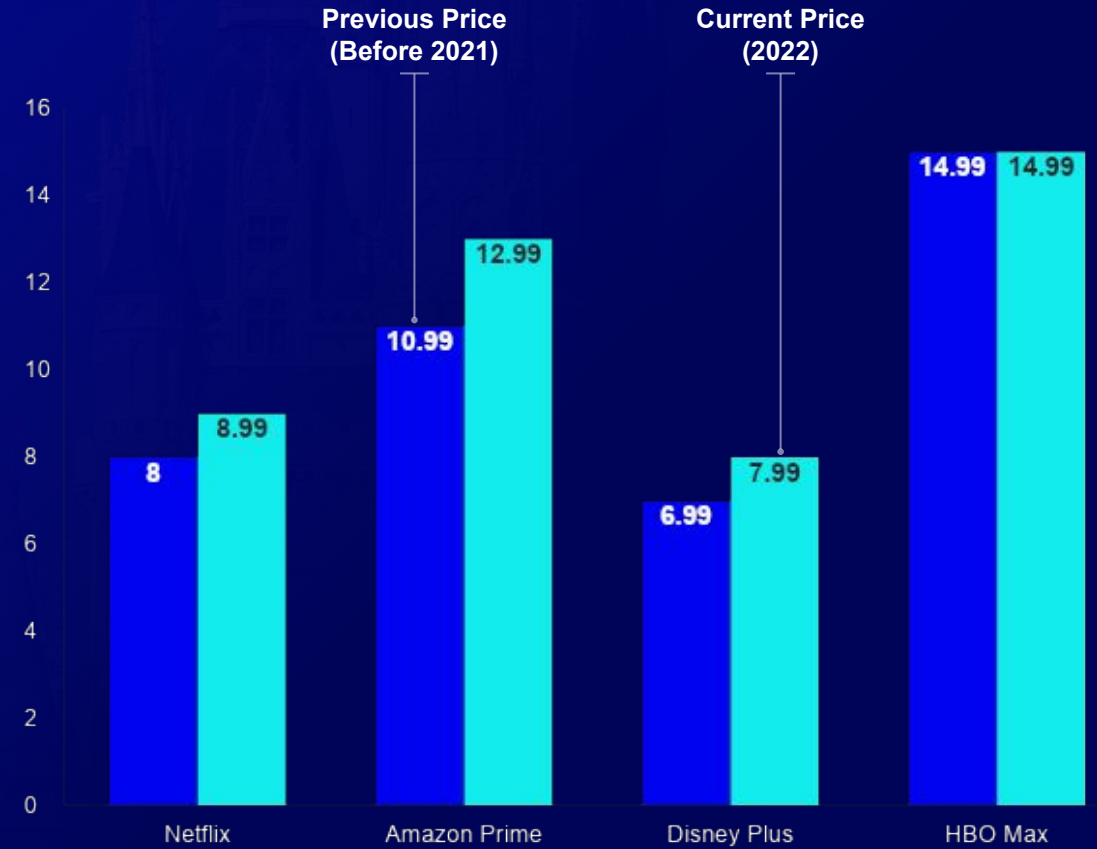
Cost and price structure

The following slide highlights the comparative pricing structure of top OTT streaming service platforms. It also depicts amount spend on content development by Netflix, Amazon Prime, Disney Plus and HBO Max

Content Spend US\$ Bn



Pricing Landscape (US\$)



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