The Wonderful World of Human Resources at Disney

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COMPANY BACKGROUND

The Walt Disney Company, commonly known as Disney and Disney Pixar, is an American diversified multinational mass media corporation headquartered at the Walt Disney Studios in Burbank, California. It is the world’s second largest broadcasting and cable company in terms of revenue, after Comcast. Disney was founded on October 16, 1923, by Walt Disney and Roy O. Disney as the Disney Brothers Cartoon Studio, and established itself as a leader in the American animation industry before diversifying into live-action film production, television, and theme parks. The company also operated under the names The Walt Disney Studio, then Walt Disney Productions. Taking on its current name in 1986, it expanded its existing operations and also started divisions focused upon theater, radio, music, publishing, and online media. In addition, Disney has since created corporate divisions in order to market more mature content than is typically associated with its flagship family-oriented brands.

The company is best known for the products of its film studio, the Walt Disney Studios, which is today one of the largest and best-known studios in American cinema. Disney also owns and operates the ABC broadcast television network; cable television networks such as Disney Channel, ESPN, A+E Networks, and ABC Family; publishing, merchandising, music, and theatre divisions; and owns and licenses 14 theme parks around the world. The company has been a component of the Dow Jones Industrial Average since May 6, 1991. An early and well-known cartoon creation of the company, Mickey Mouse, is a primary symbol of The Walt Disney Company.
VISION

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise with five business segments: media networks, parks and resorts, studio entertainment, consumer products and interactive media.

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MISSION

Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.

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## PERFORMANCE

<table>
<thead>
<tr>
<th>Segment</th>
<th>Revenues ‘12</th>
<th>Revenues ‘13</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Networks</td>
<td>19,436 mil. $</td>
<td>20,356 mil. $</td>
<td>5%</td>
</tr>
<tr>
<td>Parks &amp; Resorts</td>
<td>12,920 mil. $</td>
<td>14,087 mil. $</td>
<td>9%</td>
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<tr>
<td>Walt Disney Studios</td>
<td>5,825 mil. $</td>
<td>5,979 mil. $</td>
<td>3%</td>
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<tr>
<td>Disney Consumer Products</td>
<td>3,252 mil. $</td>
<td>3,555 mil. $</td>
<td>9%</td>
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<tr>
<td>Disney Interactive</td>
<td>845 mil. $</td>
<td>1,064 mil. $</td>
<td>26%</td>
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</tbody>
</table>
Disney - contribution of segments to revenues

- Media Networks: 45%
- Parks & Resorts: 31%
- Studio Entertainment: 13%
- Consumer Products: 8%
- Interactive: 3%
HR STRATEGIES

Helping attract and develop the people that will share Walt Disney's stories with the world

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