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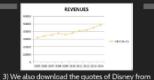




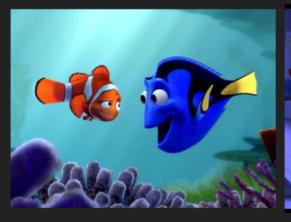








NYSE. From the income statement of 2005-2014 of Disney , the revenue of the company steadily grew after 2006, the year Disney acquired Pixar. The fact demonstrates that the acquisition was a right choice of the company.







The Walt Disney Company & Pixar Inc: To Acquire or Not to Acquire





OUR OVERVIEW

- History of Disney and Pixar
- Strengths and Weaknesses of both companies
- Question #1
- Relationship of Disney + Pixar
- Question #2
- To acquire or not to acquire?
- Question #3
- Our recommendation
- What's going on today?

History of DISNEY

- Founded in 1923
- · Largest media conglomerates in the world
 - Television
 - Distribution
 - Radio
 - Theme Parks and Attractions
- First Disney film: Snow White & the Seven Dwarfs
- 1966: Walt Disney passed away
- 1984: Michael Eisner
 - -Liong King
- 2003: CG animation department



Walt Disney



Roy Disney



Michael EisnerRobert Iger



History of PIXAR

3 Proprietary technologies:

Renderman **Marionette** Ringmaster

George Lucas Lucasfilm in 1980s





Steve Jobs Hardware/software genius

Start

Alexander Schure President at NYIT



John Lasseter Edwin Catmull Animator from Disney Studied computer science