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Walt Disney Company: Peter Rice

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THE BRAINS BEHIND LEGENDARY FILMS

PETER RICE: CHAIRMAN OF THE WALT DISNEY COMPANY

ABOUT THE COMPANY

- Disney was founded in 1923 by Walt and Roy Disney
- Originally called Disney Brother's Cartoon Studio. Now called Walt Disney Company.
- This was accomplished when they were in their 20's

BEHIND THE BRAINS OF THE MAGIC

- Peter Rice was born 1966 in the United Kingdom
- In 1989, he began his journey working for Fox for Tom Sherak
- He built his way up from head of marketing and distributions to Chairman

EDUCATION

- He studied at the University of Nottingham in 1989
- He studied marketing
- As soon as he graduated, he immediately started his career in the marketing department at Twentieth Century Fox.

RICE'S ACCOMPLISHMENTS

- He has great relationships with other filmmakers
- During the 2000s, he released some of the critically acclaimed films such as: Juno, Little Miss Sunshine and Napoleon Dynamite
- Fox Searchlight received a total of 51 academy awards, 42 Golden Globes and 12 nominations/8 wins for "Slum dog millionaire" at the 81st Annual Academy Awards

OPPORTUNITIES FOR RICE

- Rice also oversaw Fox Atomic from 2007 to 2008, which produced comedies and genre films such as “Turistas” and “28 Weeks Later”. In 2009, Fox Atomic was decommissioned.
- This was because of poor feedback from the consumers on the films they produced.

COMPANIES THAT DISNEY OWNS

- Disney has gained a lot of control over a lot of media companies such as Fox, Lucas Films and Marvel.
- Disney has 90% of control which therefore it makes them an Ologopoly

DISNEY'S MAGICAL PRICES

- Since Disney is one of the very most popular media entertainment companies, they control how much their goods and services are.
- At Disney world, you will expect the admissions and other items to be at a pretty high price so that they can stay in business.
- Most customers would say it's the most magical place to be

MANAGING THE CASTLE

- “Our team will devote all of its time and energies to creating, making, and selling outstanding content to power the company's streaming and linear channels, while our colleagues at Disney Media & Entertainment Distribution will distribute and monetize the content as well as manage the linear networks and streaming platforms.” – Peter Rice

MANAGING THE CASTLE PT. 2

- Since Disney is internationally known, Peter Rice aims to help produce excellent films that will get positive feedback.
- High audience share
- About 40% of the revenue is from it's media networks.

FUTURE OF DISNEY?

- Disney plans on expanding its content on Disney+ and accelerate the direct to consumer business. To add onto that. They want to expand the shareholder value with the growth strategy.

ACCOMPLISHMENTS OF PETER RICE

- **1989 – Began working for Twentieth Century fox**
- **1998 - He was appointed Executive Vice President**
- **2000 – Started working as president for Fox Searchlight Pictures releasing some critically acclaimed films**
- **2007 to 2008 – Created sub-genre films**
- **2012 – He became Chairman and CEO of Fox Networks**
- **2016 – Fox Network Group received 144 Primetime and sports Emmy nominations**
- **Now – Becomes chairman of Walt Disney Television**

The image features a dark blue gradient background with white, stylized circuit board traces in the corners. These traces consist of straight lines and small circles, resembling electronic components or data paths. The text is centered in the upper half of the image.

HOPE YOU ENJOYED THIS MAGICAL EXPERIENCE!