

International Expansion



Disney's global presence in the form of products, services, and brand recognition was another priority for Iger. Walt Disney International is responsible for Disney's businesses outside the United States. Disney International has over 13,500 employees with operations in 45 countries throughout the world. The company has a substantial global footprint across six regions (Asia, Australia and New Zealand, EMEA [Europe, Middle East, Africa], India, Latin America, and Russia). Yet, Disney remains dependent on North America for most of its revenues ([Exhibit 6](#)).

EXHIBIT 6 The Walt Disney Company Revenues by Region, 2010-2018 (in \$ millions)

