



Strategic Business Units

The Walt Disney Company is a diversified worldwide entertainment company with operations in four strategic business units (SBUs): Media Networks, Parks and Resorts, Studio Entertainment, Consumer Products & Interactive (📄 [Exhibit 4](#)). 📄 [Exhibit 5](#) shows the revenue share of each segment in 2018. Recently, the company combined former Consumer Products and Interactive into a single segment. Across all its four strategic business units, the company engages in a variety of corporate strategy arrangements including full ownership, joint ventures, alliances, and long-term contracts. The following is a brief description of each SBU.

EXHIBIT 4: Disney's Business Segments



Source: Depiction of publicly available information.