its new Galaxy Edge attraction based on *Star Wars*.[38]

Studios Entertainment

This segment generated $10 billion and 19 percent growth over the prior year in 2018, which, in part, reflects contributions from acquisitions. The oldest business segment in The Walt Disney Company, this segment produces and acquires live-action and animated movies, in addition to musical recordings, and live stage plays. The company distributes films under the Walt Disney Pictures, Pixar, Marvel, Lucasfilm, and Touchstone banners. In 2016, Disney ended the 2009 agreement with DreamWorks to distribute its live-action motion pictures and acquired all rights titles and interests to 13 DreamWorks films. The studio entertainment distributes its creations in the theatrical market in the United States and internationally, it also serves the home entertainment market by selling DVDs online, and it distributes to the television market. The Disney Music Group, which includes Walt Disney Records, Hollywood Records, Disney Music Publishing, and Buena Vista Concerts, develops and distributes recorded music in the United States and manages the licensing of the Disney song catalogue. It also produces live musical concerts through the Buena Vista Concerts. The Disney Theatrical Group develops and licenses live entertainment events on Broadway and around the world. Revenues are primarily derived from distribution of films to theatre, home entertainment and television markets, as well as stage play tickets, distribution of music, and licensing of intellectual property.

In 2009, Disney acquired Marvel Entertainment for $4 billion added Spiderman, Iron Man, The Incredible Hulk, and Captain America to its lineup of characters. A successful investment by any measure–Marvel's superhero movies have grossed over $18 billion at the box office.[39] In 2012, Disney acquired Lucasf lim for just over $4 billion from Star Wars creator George Lucas, adding Darth Vader, Obi-Wan Kenobi, Princess Leia, Luke Skywalker, and other characters to Disney, and by 2018 associated revenues surpassed 4.8 billion.[40]

In 2019, Disney also completed its largest acquisition ever with the takeover of 21st Century Fox, adding the Simpsons, Deadpool, and the Fox-owned Marvel characters such as X-Men and the Fantastic Four to its line-up of characters, as well as control of Hulu.[41] However, expectations of 21st Century Fox employees were grim as they braced for lay-offs,[42] suggesting Disney may lose important creative talent. With the addition of 20th Century Fox and Blue Sky, Disney now has seven movie studios with plans to release roughly a dozen movies a year.[43]