

## **The Walt Disney Company**

**Wikipedia Page Link:** [https://en.wikipedia.org/wiki/The\\_Walt\\_Disney\\_Company](https://en.wikipedia.org/wiki/The_Walt_Disney_Company)

The Walt Disney Company is one of the most influential entertainment companies in the world, renowned for its captivating storytelling, innovation, and global impact. Since its founding in 1923, Disney has transformed from a small animation studio into a multinational conglomerate with divisions spanning film, television, theme parks, and digital streaming. With a legacy that includes iconic characters, groundbreaking animation, and immersive experiences, Disney has become a symbol of magic and imagination, touching the lives of millions across generations and cultures. This microsite explores the history, major divisions, key figures, and cultural impact of Disney, celebrating its achievements while offering an in-depth look at the company's evolution and ongoing legacy.

### **Reasoning for Choice**

The Walt Disney Company is an excellent topic for a microsite because of its rich and diverse history, global reach, and the multi-faceted nature of its business. Disney's evolution—from pioneering animation to expanding into theme parks, media networks, and streaming services—presents a compelling narrative that is easy to segment across multiple pages. Each division within Disney offers unique content, making it suitable for organized sections that can be further enriched with visuals, timelines, and media galleries. Additionally, Disney's cultural impact on entertainment, family values, and innovation provides a meaningful context that resonates widely, making this microsite educational and engaging for a broad audience.

Page 1: Home / Overview

Hero Section: A full-width image of Disney's iconic castle logo.

Brief Introduction: Overview of The Walt Disney Company, emphasizing its global impact and entertainment legacy.

Navigation Links: Buttons to explore key sections like "History," "Divisions," "Key Figures," and "Impact."

Page 2: History of Disney

Founding & Early Years: Overview of the company's beginnings in the 1920s, featuring Walt Disney and the creation of Mickey Mouse.

Milestones Timeline: Key developments (e.g., introduction of Disneyland, acquisition of Pixar, Marvel, and Lucasfilm).

Modern Era: Expansion into streaming with Disney+, recent acquisitions, and adaptation to digital age challenges.

Page 3: Business Divisions

Disney Studios: Overview of film production, animation, and the influence of Disney, Pixar, Marvel, Lucasfilm, and 20th Century Studios.

Media Networks: Breakdown of networks like ABC, ESPN, and National Geographic, with a brief description of their reach.

Parks, Experiences, and Products: Insight into Disneyland, Walt Disney World, and international parks; section on consumer products, including toys and merchandise.

Direct-to-Consumer & International: Overview of Disney's streaming services, such as Disney+, ESPN+, and Hulu, with a focus on global expansion.

#### Page 4: Key Figures & Leadership

Walt Disney: Highlight of Walt Disney's life, vision, and influence on the company.

Current Leadership: Brief bios of Bob Iger (CEO) and other significant leaders shaping Disney's current direction.

Past Leaders & Legacy: Insight into other influential figures, like Roy Disney and Michael Eisner, with their contributions to the company's growth.

#### Page 5: Cultural Impact and Legacy

Influence on Pop Culture: How Disney characters, movies, and theme parks have become cultural icons worldwide.

Innovation in Animation: Disney's role in the advancement of animation technology.

Social and Environmental Responsibility: Overview of Disney's corporate social responsibility (CSR) initiatives, including conservation and philanthropy.

#### Page 6: Media Gallery

Photo Gallery: Key images, including theme parks, iconic characters, and moments in Disney's history.

Video Section: Embedded videos from trailers or memorable scenes from classic Disney movies and historical footage.

Audio Clips: Optionally, add sound clips from memorable songs or soundtracks.

#### Page 7: Resources & References

Additional Reading: Links to related articles, such as Disney's theme parks, Pixar, and Marvel.

References: Full citation list, including the original Wikipedia article and any other major sources.

Further Exploration: Links to Disney's official website and major brands under its portfolio.