

Disney Publishing Worldwide

Overview

Disney Publishing Worldwide (DPW) is the world's largest publisher of children's books and magazines, reaching more than 100 million readers each month in 75 countries. It publishes children's books and magazines in multiple countries and languages. DPW's businesses include Disney Global Book Group, Global Children's Magazines, Disney FamilyFun Group, and Disney English. In fiscal 2009, the Disney Global Books Group published titles around the world in support of a variety of franchises. The Global Children's Magazines business launched new titles in over 30 languages to support Disney Channel hits. The Disney FamilyFun Group includes the *Disney FamilyFun* and *Disney en Familia* magazines, special publications and branded books, and custom media solutions.

Disney English currently offers more than 400 hours of classroom programming for young children at five Disney English centers in Shanghai. Disney's imprints include Disney Libri, Hyperion Books for Children, Jump at the Sun, Disney Press, and Disney Editions.

The Company's merchandise licensing, publishing and retail businesses compete with other licensors, publishers and retailers of character, brand and celebrity names. Operating results for the licensing and retail businesses are influenced by seasonal consumer purchasing behavior and by the timing and performance of animated theatrical releases and cable programming broadcasts.

Retail distribution

The company markets Disney-themed products directly through retail stores operated under the Disney Store name and through internet sites in North America (as DisneyStore.com and DisneyOutlet.com) and the United Kingdom (as DisneyStore.co.uk). The stores, which are generally located in leading shopping malls and other retail complexes, carry a wide variety of Disney merchandise and promote other businesses of the company. The company owns and operates 231 stores in North America and 109 stores in Europe. In Japan, the stores are owned and operated by an unaffiliated third party - a subsidiary of Oriental Land Co., Ltd. under a licensing arrangement with The Walt Disney Company.

2009 DPW revenue

In 2009 revenues from consumer products sales were essentially flat at \$2.4 billion as an increase at their retail business was offset by a decrease of \$44 million at Publishing, which "reflected lower magazine sales driven by the closure of *Wondertime* magazine." According to the 2009 Annual report, in 2009 sales Latin America had a contribution of 2.12 % to the total revenue, while the share of Europe, Asia Pacific, and the US&Canada was 16.63 %, 5.14 % and 76 %, respectively.

Contact information

Corporate web-site of Disney: http://corporate.disney.go.com/index.html?ppLink=pp_wdig

Disney Publishing Worldwide web-site: <http://www.disneypubworld.com> (requires registration)

Disney English web-site: <http://www.disneyenglish.com/EN/homepage.html>

On-line Disney book-store: <http://www.disneystore.com/music-books/books/c/11786/>

The Walt Disney Company's 2009 Fact Book:

http://amedia.disney.go.com/investorrelations/factbook_2009.pdf