



Disney Interactive Media Group

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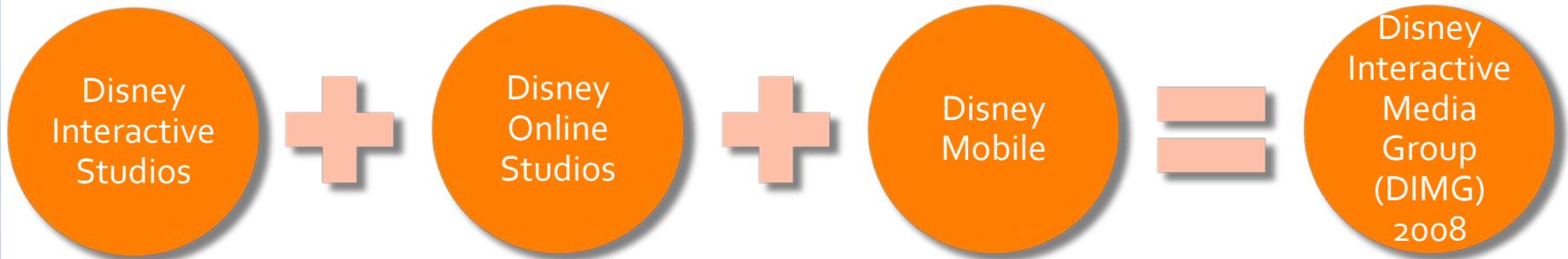


Overview

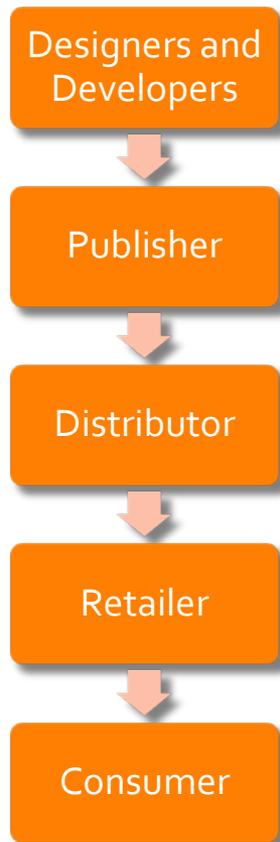
- + DIMG
- + Video Game Value Chain
- + Porter's 5 Forces
- + SWOT Analysis
- + Publishing and Development
- + Brand and Marketing
- + Recommendations



Disney Interactive Media



Video Game Value Chain



Porter's 5 Forces



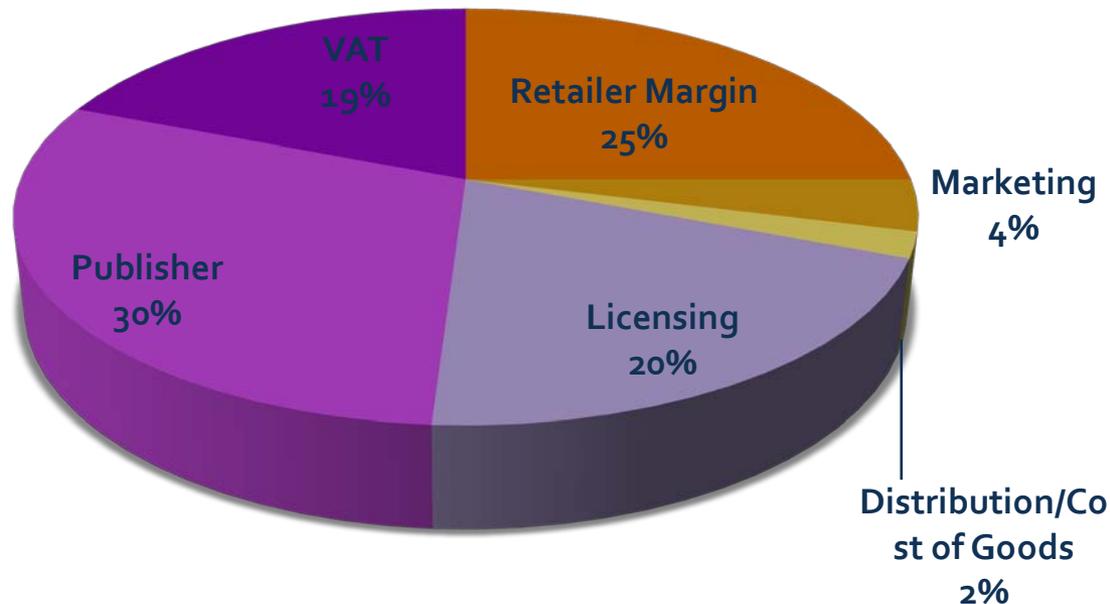
SWOT Analysis



Publishing and Development

- + Reduced Conflict
- + Reduced Costs

Cost Breakdown of \$60 Game



Brand Image and Marketing Strategy

- + One of the most recognizable brands in the world
- + Recognizable characters
- + Large customer base
- + Large distribution network
- + Profit Multiplier



Recommendations

- + Encourage Creativity
- + Reverse Marketing Flow
- + Mergers, Acquisitions, and Partnerships
- + Staple Video Game



Questions?

