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# **The Disney Company: Digitally Transforming Entertainment**

# Introduction

Disney Company, established in 1923, has always been a trailblazer in the entertainment industry adjusting to the changes along the way. The case "The Disney Company:

This paper aims to focus on the topic: "Digitally Transforming Entertainment" will help to describe how the company uses digital transformation in order to strengthen its presence on the global market, to support the customers and sustain the competition.

# Strategic Necessity

In an environment whereby consumer behavior is highly influenced by digital innovation, Disney demonstrated radical integration of the technology. Applying the innovative tools and platforms the company has recast the idea of storytelling making audience all over the world dive into unique experiences.

# Game-Changer

The release of Disney+ is seen as an important point of Disney's digitalization process. To this diverse market, Disney offered a direct to the consumer service upon penetrating the streaming market which had giants Netflix and Amazon Prime. Disney+ offered a range of original and acquired material to viewers

# Conclusion

Outside of streaming, digital has been a key part of how Disney transforms its theme parks into a new experience. It means the adoption of technologies such as MagicBands, mobile apps and augmented reality in parks has made real the simplification of operations while making it easier for visitors to access services.

# Recommendation

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