Walt Disney SWOT Analysis

**Strengths**
- Brand Reputation
- Recent Acquisition
- Diversified Business
- Market Leader in Animation

**Weaknesses**
- Decline of Cinemas
- Changing Viewership Trends
- Lack of Access to Web Viewership Platforms

**Opportunities**
- Rise of Cheap Web Platforms
- Viewership Opportunities in Asia
- Chance of Growth in Emerging Market

**Threats**
- Changing Animation Trends
- Population of Competitor Companies
- Various Movie Types for Home Theaters