

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