

# 6<sup>th</sup> Annual CPIP Fall Conference

## IP For the Next Generation of Technology

*New/Shifting Business Models For  
the Creative Industries*

Troy Dow

VP and Counsel, Govt. Relations and IP Legal Policy & Strategy  
The Walt Disney Company

Arlington, VA

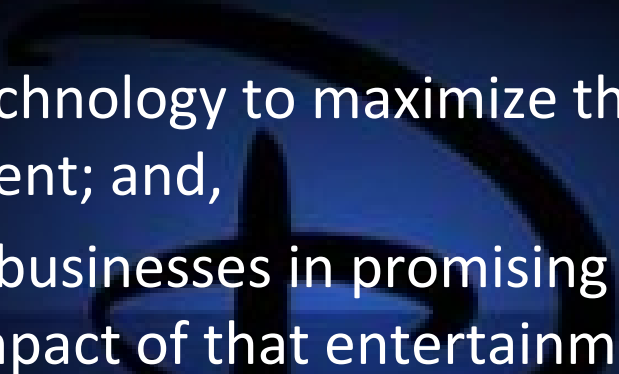
Oct.11, 2018

## The Walt Disney Company:

A diversified worldwide entertainment company with operations in four main business segments:

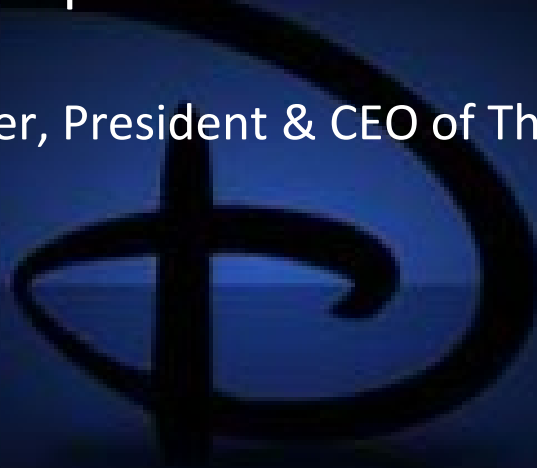
1. Direct to Consumer and International;
  2. Parks, Experiences and Consumer Products;
  3. Media Networks;
  4. Studio Entertainment.
- 

## Three core strategic priorities:

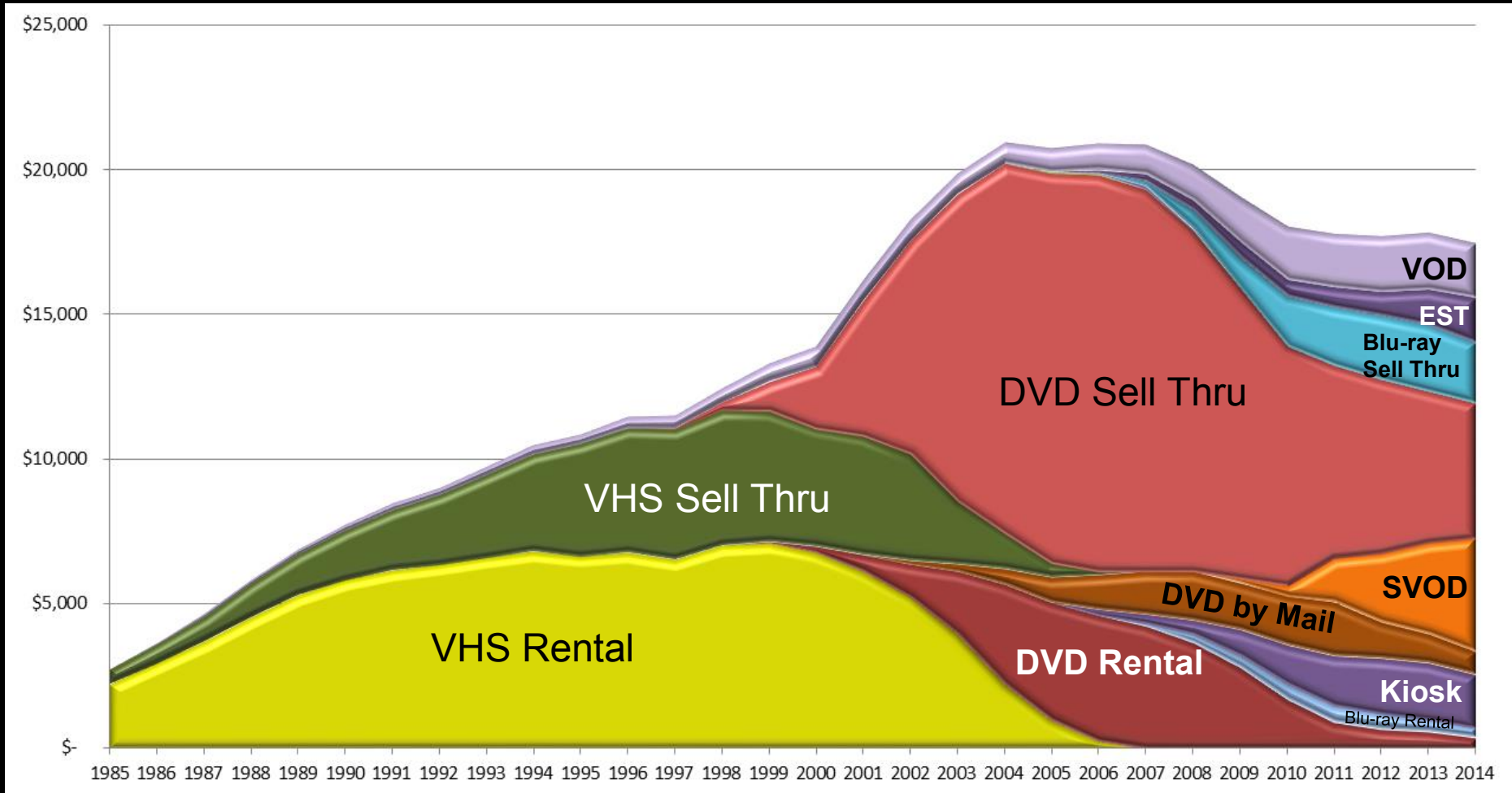
1. Creating great entertainment that people want to experience;
  2. Using new technology to maximize the quality and reach of that entertainment; and,
  3. Growing our businesses in promising international markets to extend the impact of that entertainment.
- 

"The best way to combat piracy is to bring content to market on a well-timed, well-priced basis"

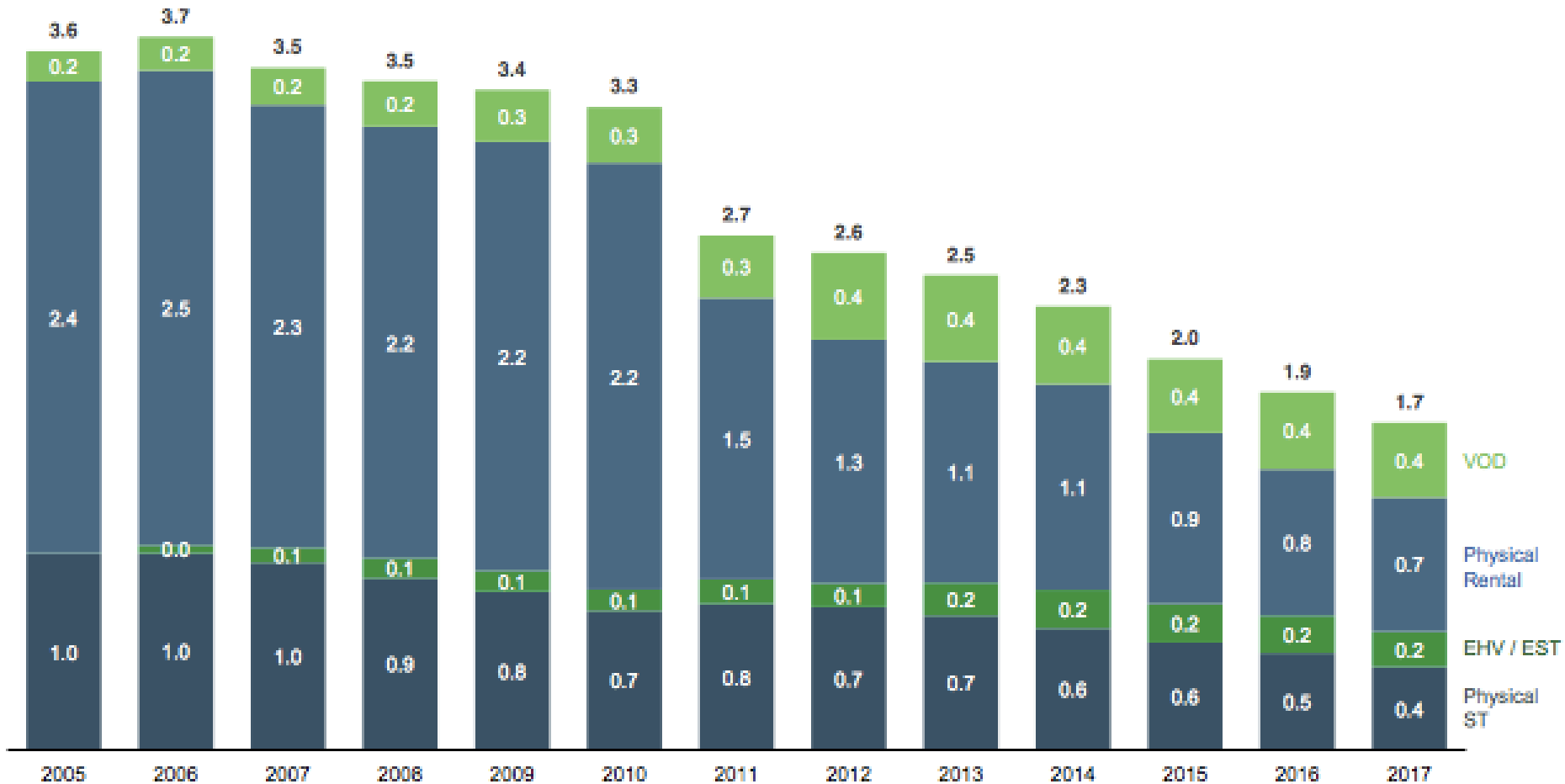
-- Bob Iger, President & CEO of The Walt Disney Company



# Home Entertainment: History of U.S. Consumer Spending



# US In-Home Transactions FY05 – FY17 (B)



# US In-Home Consumer Spend FY05 – FY17 (\$B)



Source: Distribution Outlook

**FOR EXTERNAL DISTRIBUTION**

2017 Rev 2.0 Final\_Q4\_2017  
 Prepared by: J McCourt  
 Email: [jmccourt@redhillgroup.com](mailto:jmccourt@redhillgroup.com)  
 Phone: 949.752.5900 EXT 903  
 Date 1.8.18

**DEG REPORT: U.S. CONSUMER SPENDING BY FORMAT 2017 YEAR END****U.S. Consumer Spending (in millions)**

	Q-4 2016	Q-4 2017	YOY	Through Q-4 2016	Through Q-4 2017	YOY
<b>Sell-Thru:</b>						
Sell-Thru Packaged Goods - All	\$ 1,866.43	\$ 1,453.52	-22.12%	\$ 5,490.57	\$ 4,716.37	-14.10%
Sell-Thru (including EST)	\$ 2,418.89	\$ 2,006.03	-17.07%	\$ 7,527.34	\$ 6,870.10	-8.73%
<b>Rental:</b>						
Brick and Mortar Rental	\$ 122.32	\$ 95.84	-21.65%	\$ 488.05	\$ 390.43	-20.00%
Subscription (physical only)	\$ 123.23	\$ 102.48	-16.84%	\$ 547.57	\$ 454.87	-16.93%
Kiosk	\$ 351.79	\$ 288.21	-18.08%	\$ 1,514.87	\$ 1,271.79	-16.05%
Total Rental (excluding VOD)	\$ 597.35	\$ 486.52	-18.55%	\$ 2,550.49	\$ 2,117.10	-16.99%
Total Rental (including VOD)	\$ 1,120.12	\$ 910.81	-18.69%	\$ 4,655.55	\$ 4,075.13	-12.47%
<b>Digital:</b>						
Electronic Sell-Thru	\$ 552.47	\$ 552.51	0.01%	\$ 2,036.77	\$ 2,153.72	5.74%
VOD	\$ 522.77	\$ 424.29	-18.84%	\$ 2,105.06	\$ 1,958.03	-6.98%
Subscription Streaming (sVOD)*	\$ 1,988.65	\$ 2,555.58	28.51%	\$ 7,286.70	\$ 9,548.92	31.05%
Total Digital	\$ 3,063.89	\$ 3,532.38	15.29%	\$ 11,428.53	\$ 13,660.68	19.53%
<b>Total U.S. Home Entertainment Spending:</b>	\$ 5,527.67	\$ 5,472.42	-1.00%	\$ 19,469.59	\$ 20,494.15	5.26%
<b>Box Office (in billions)</b>	\$ 3.50	\$ 2.48	-29.08%	\$ 11.80	\$ 10.51	-10.96%

\*sVOD includes bundled and unbundled services, representing a larger cross-section of sVOD activity than was reflected in previous reports.

*Disclaimer: This report contains information compiled from sources that the DEG believes have accurately reported such information, but which the DEG has not independently checked or verified. As such, the DEG does not warrant its accuracy or reliability. The report is not intended to provide investment or securities advice.*



HOME | DIGITAL | NEWS

# Piracy: Streaming Video Accounts for 74% of Illegal Film and TV Activity, Study Finds



Todd Spangler  
NY Digital Editor  
@xpangler



JULY 28, 2016 | 12:11PM PT

VARIETY

**Torrent-download sites accounted for 17.2% of piracy visits worldwide, according to Muso**

Pirates have largely shifted from peer-to-peer downloads to illegal streaming-video sites for film and television content, according to a new study.

In 2015, out of a total 78.5 billion visits worldwide to film and TV piracy sites visits, 73.7% were to streaming sites, according to a data analysis by U.K. antipiracy firm Muso. Torrent-based sites like the Pirate Bay and the recently shut down Kickass Torrents represented just 17.2% of overall user visits, with direct-download sites accounting for the remainder.

In addition, Muso's study found that traffic to torrent sites for movie and TV shows declined by 19% in the last six month of 2015 compared with the first half of the year.

Weather

US Cities That Get the Most Thunderstorms in a Year

#1

Midway, FL  
Population 17,198  
Number of Thunderstorms in 2012: 209

See the List [Menu] Next List [Arrow]

VARIETY PREMIER

SUBSCRIPTION INCLUDES:

Production Charts

SUBSCRIBE

MOST POPULAR



FILM 1:23PM PT

# ABC

Sort By: Release Date



**The Bachelorette, Season 14**  
 Genre: Reality TV  
 The gut-wrenching finish to Becca Kufrin's romance with Arie Luyendyk Jr. left Bachelor Nation speechless. In a change of heart, Arie broke up with America's sweetheart just weeks after proposing to her – stealing her fairytale ending and her future. Now, the humble fan favorite from Minnesota returns for a second shot at love, starring on The Bachelorette, when it premieres for its 14th season. With the help of her family and friends, Becca picked up the pieces and moved forward with her life. It is strong willpower and a firm set of Midwest values that led Becca to take another leap of faith to lo...



**Alex, Inc., Season 1**  
 Genre: Comedy  
 Alex, who is in his mid-30s with a wife and two kids makes the crazy decision to quit his good job and dive into the brave new world of starting a business.



**Station 19, Season 1**  
 Genre: Drama  
 A group of firefighters risk their lives and hearts.



**For the People, Season 1**  
 Genre: Drama  
 Six talented young lawyers work on opposite sides of the law



**Quantico, Season 3**  
 Genre: Drama  
 It's been three years since American hero Alex Parrish has had to navigate the dangerous waters of the Central Intelligence Agency and put her life on the line for her country. She has been living a peaceful, anonymous life somewhere in Italy. However, Alex is forced to abandon this idyllic existence when Ryan persuades her to help him rescue Shelby from a notorious international arms dealer known only as The Widow, who is holding her hostage.



**Blossom, Season 5**  
 Genre: Comedy  
 Fifteen-year-old Blossom Russo is the only girl in a house that includes her session musician father, her curmudgeonly grandfather and two brothers, recovering addict Anthony and jock Joey, who is a few yards short of a first down. Mom has abandoned the family to pursue a singing career in Paris, and the family attempts to adjust. Blossom is not quite a beauty, but neither a geek. She is smart and reasonably popular. She dreams of a sitcom fantasy mother, and frequently gets 'advice' from famous celebrities. Blossom's best friend, Six, an especially fast talker with a tendency to ramble, play...



**The Crossing, Season 1**  
 Genre: Drama  
 Jude Ellis is the sheriff of Port Canaan, a small fishing town on the Oregon coast. 47 refugees from a war-torn country wash up on his beach seeking asylum. But the country they're from is America ... and the war they're fleeing is 180 years in the future. As the Feds set out to uncover the truth behind the mysterious migration, Jude will launch an investigation of his own with the help of his loyal sheriff's deputy, and Port Canaan native, Nestor Rosario.



**Match Game, Season 3**  
 Genre: Reality TV  
 Host Alec Baldwin has his skinny microphone in hand, the drinks are





Movies

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Peter Pan (1953)



Coco (2017)



Moana (2016)



Frozen



The Lion King



Tangled



Big Hero 6



Monsters, I



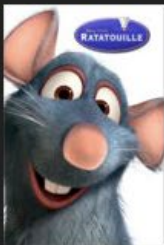
The Incredibles



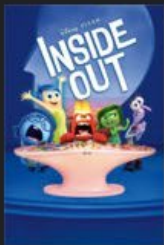
The Princess Diaries



Toy Story



Ratatouille



Inside Out (2015)



Wreck-It Ralph



Zootopia



Up

THE

**FIRST**

NETWORK

TO  
OFFER

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CLOSED CAPTIONING

**LAUNCH >>**



HOME

FAQs


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XBOX LIVE

FEEDBACK



SportsCenter 

WED SEP 12, 2012 6:00 PM



Live Now

Upcoming

Replay

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SPORTS AND SHOWS:

All



NETWORK:

All Networks





SHOWS A-Z

DISNEY CHANNEL

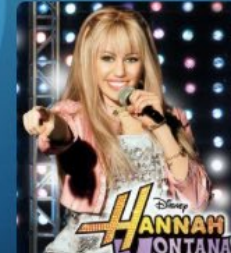
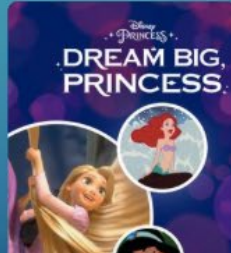
DISNEY JUNIOR

DISNEY XD

RADIO DISNEY

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MARVEL



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Before clicking on the REDEEM button, please see the terms and conditions below\*

REDEEM

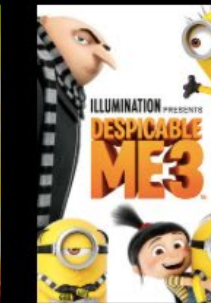
- ① Find your digital code in your **DVD or Blu-ray Case Insert**
- ② Enter the digital code in the field above
- ③ Sit back and enjoy the show!

\*FOR COMBINATION PACKS: Digital codes originally packaged in a combination disc + code package (for example, a combination package that includes a DVD, Blu-ray, and/or 4K/UHD disc(s) and a digital code) are not authorized for redemption if sold separately. By redeeming one of these codes, you are representing that you, or a

# My Movies

209 Movies

RELEASE DATE ▾

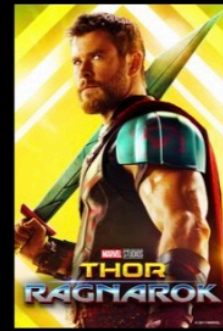
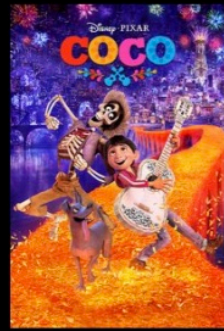




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Wed, September 12, 2018

## New Hyper-Reality Experiences to be Set in Disney Universes; *'Ralph Breaks VR'* Debuts Fall 2018



by [Thomas Smith](#), Editorial Content Director, Disney Parks

This past winter, the groundbreaking hyper-reality experience *Star Wars: Secrets of the Empire* by ILMxLAB and The VOID launched to [rave reviews](#) at both [Disney Springs](#) and [Downtown Disney District](#). Today, we're thrilled to let you know that another hyper-reality experience from a beloved Disney universe is on its way: a ***one-of-a-kind, original adventure*** based on the upcoming Walt



- The End -