MARKET BUZZ

APPLE - DISNEY MERGER COULD SPIN A NEW MEGA BRAND

Apple buying Disney – this headline has been doing the buzz for quite some time now. The acquisition if it happens will be an interesting development and will bring with it lot of synergy and build a huge company and ultimately benefit both.

Steve Jobs is the binding factor for Bob Iger which could be one of the driving factors if this deal has to go through. Before Disney acquired Pixar, Steve Jobs was majority shareholder of the animations studio Pixar. Jobs became a member of The Walt Disney Company's board of directors, a position he held until his death in 2011.


Apple is the largest technology company in the world and its revenues in 2022 was around US$ 394.3 billion and had a market cap of US$ 2.62 trillion. Disney market cap is around $182.56 billion.

Tim Cook, CEO of Apple has had few acquisitions under his tenure but had given an indication that Apple would not rule out acquiring a large company with the intent of securing strong intellectual property and big names.

“We are always looking at companies to buy, we acquire a lot of smaller companies and we’ll continue to do that for IP and to incorporate talent,” Cook stated. “We don’t discount something larger if the opportunity presents itself.”

The last big acquisition made by Apple was Beats almost a decade ago for $3 billion. Reportedly, Apple plays safe and is watchful of big purchases that would invite antitrust allegations. Apple focusses on small start-up acquisitions to increase its home-grown push into new markets.

The buzz in Wall Street is that Apple could be worth 15-25% more if the company were to merge with Disney. Apple-Disney deal can happen until the time Iger serves as the Disney CEO for the next two years.