

Twitter Thread by Matthew Ball



Matthew Ball

@ballmatthew



1/ Thoughts on Disney's Analyst Day.

Obviously a longtime Disney D2C bull; I was astounded, shocked by slate's quality, range, volume.

This is Disney going beyond a digital "Vault" plus originals. It is saying all of your favorite stories, more,

This feels like the true unveiling of Disney+ versus April 2019, tbh

— Matthew Ball (@ballmatthew) December 10, 2020

2/ Not just a stronger Disney+, but one that hugely raises the tablestakes of competition, growth, press coverage, notability.

Paramount+ plans new Star Trek year round. Feels quaint now. Peacock will have a Jurassic Park + Fast series eventually. Cool.

<https://t.co/yaH4k4L1GA>

In other words, the year-long Disney+ Open Beta attracted 87M subscribers.

— Chris Lacy (@chrismacy) December 10, 2020

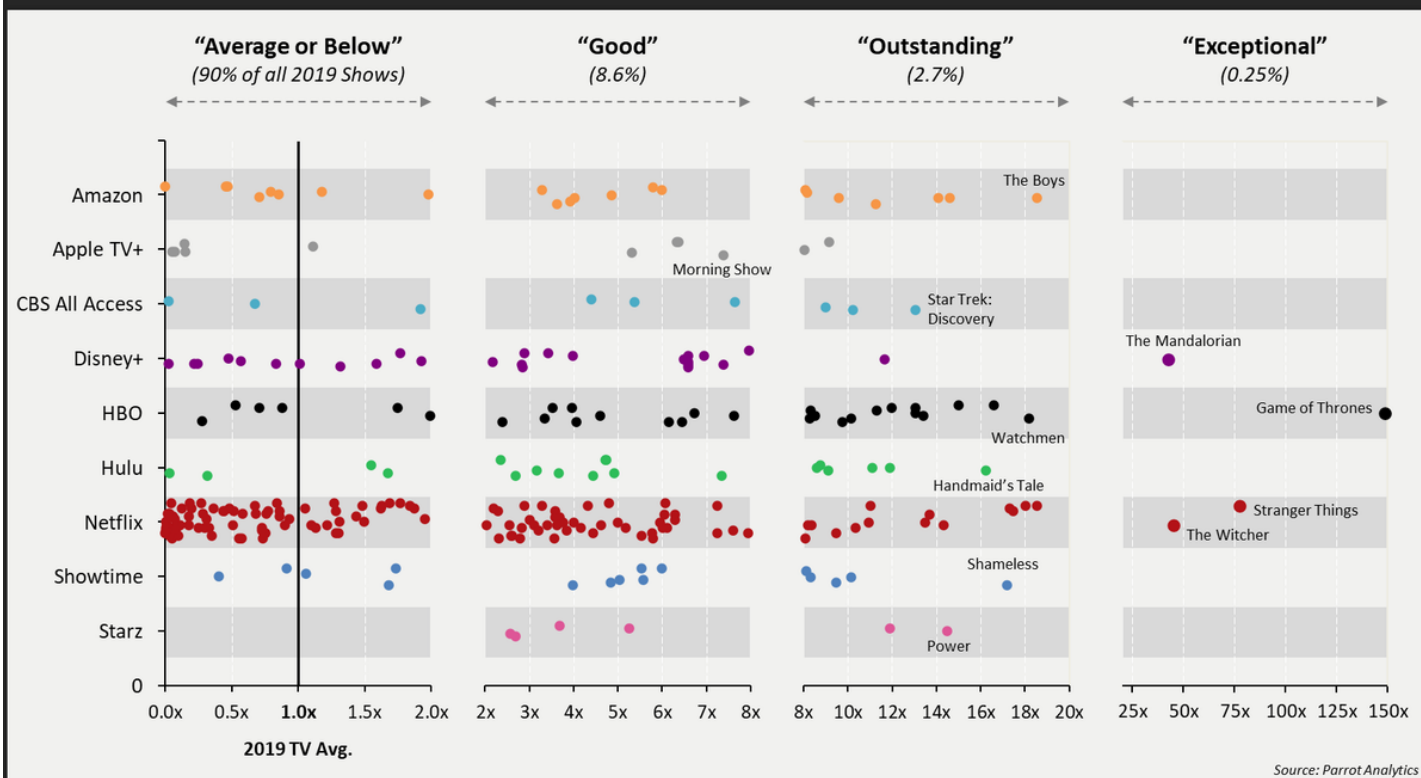
3/ In "Content, Cars, and Comparisons in the 'Streaming Wars'", I wrote about how Disney \$1B in content spend gets several billion of equivalent spend through its resonance

Mando was a top 5 show per @ParrotAnalytics in 2019. Disney thinks it can have 10 "Top 5s" a year.

Distribution of 2019 Original Series by Demand Relative to Average Show

(Per Parrot Analytics' Demand Expressions, US Only)

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4/ Trade talk can be misleading, but it takes only a cursory look at Twitter, the most popular shows of the past decade (Walking Dead, Thrones, Mando, Stranger Things), Disney's dominance at the box office (8 of top 10 in 2019) and wonder how to beat this

<https://t.co/t8l0tQvuu1>

A former exec at a global media giant: "This is how the game is now played. If other companies want to compete, this is now the threshold... it's a kind of cultural shock and awe" (With permission)

— Matthew Ball (@ballmatthew) [December 11, 2020](#)

5/ Roadmap doesn't just suck oxygen out of streaming wars (as Netflix did from 2014-18), it will enable Disney+ to rapidly grow its price

If I pay \$54 a year to use Disney+ for 2 months, what happens when it's year-round?

Worth \$15 month in 2023.

<https://t.co/wyLkyzfqi8>

I pay \$27 per month for Disney+. This is the biggest bull thesis for Disney.

— Matthew Ball (@ballmatthew) [November 14, 2020](#)

6/ Disney obviously sandbagged its original 60-90MM estimate, but elevating this forecast to 230-260MM on the same time horizon, one year in, has to be the largest elevation at a company of this size... ever?

7/ Disney spoke about how much more popular Disney+ was with households without kids. That's key.

At the same time, half of those I know with kids... had set-up iPads for their kids to watch a four hour corporate event... out of enthusiasm for Disney+. That's unreplicable

8/ This is an impossibly great company. And still surprised.

From Oct 2019:

Disney, IP, and "Returns to Marginal Affinity"

<https://t.co/8Rapc2gHi4>

<https://t.co/KDwt3Lh2c9>

Gotta pic.twitter.com/R0wTc8GXsO

— Matthew Ball (@ballmatthew) [December 11, 2020](#)

9/ Also important is to note the extraordinary talent Disney was able to attract despite (1) Capped backends; (2) IP constraints; (3) Disney+ centric distribution.

Darren Aronofsky making Disney+ docuseries? Patty Jenkins doing Star Wars? Amy Adams doing an Enchanted 2?