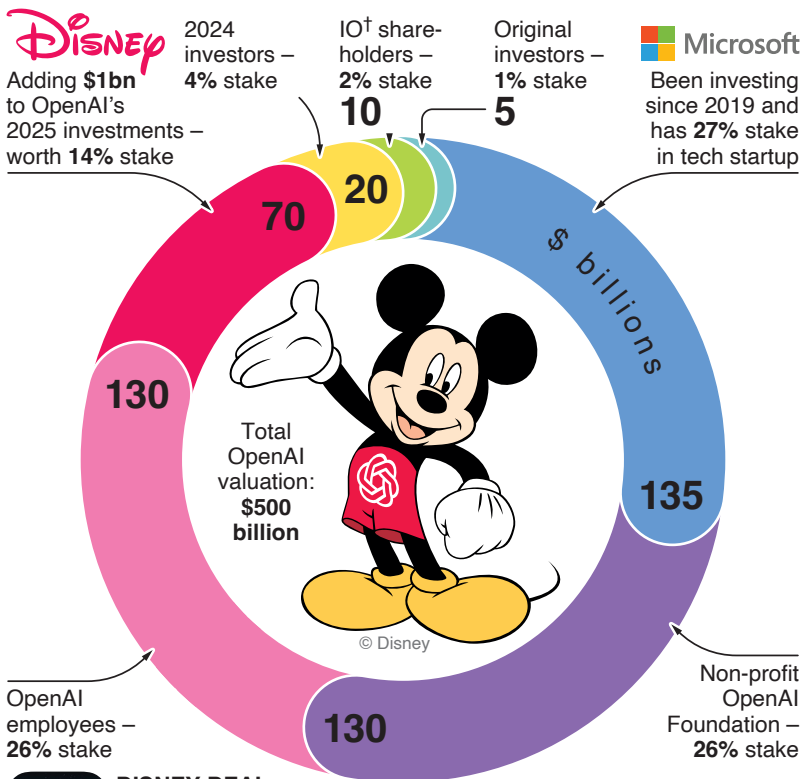


Disney to invest \$1 billion in OpenAI

Disney is to take a \$1 billion stake in OpenAI – the biggest investment yet by a major Hollywood studio in an AI model developer – and license over 200 characters so users can create their own animated videos

OPENAI OWNERSHIP AND VALUATION BREAKDOWN*



DISNEY DEAL

OpenAI's **Sora** AI video-generating smartphone app will now have access to hundreds of Disney-owned characters, with Disney able to curate Sora videos on its own **Disney+** streaming platform

*Approximations. †AI hardware startup founded in 2024 by ex-Apple executives including former design chief Jony Ive. Sources: Bloomberg, OpenAI, Digital Information World, CNBC © GRAPHIC NEWS