

**A Whole New World:
How Disney Has
Transformed the
Tween Market**

By: Sheryl-Ann F. Stake



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The WALT DISNEY Company

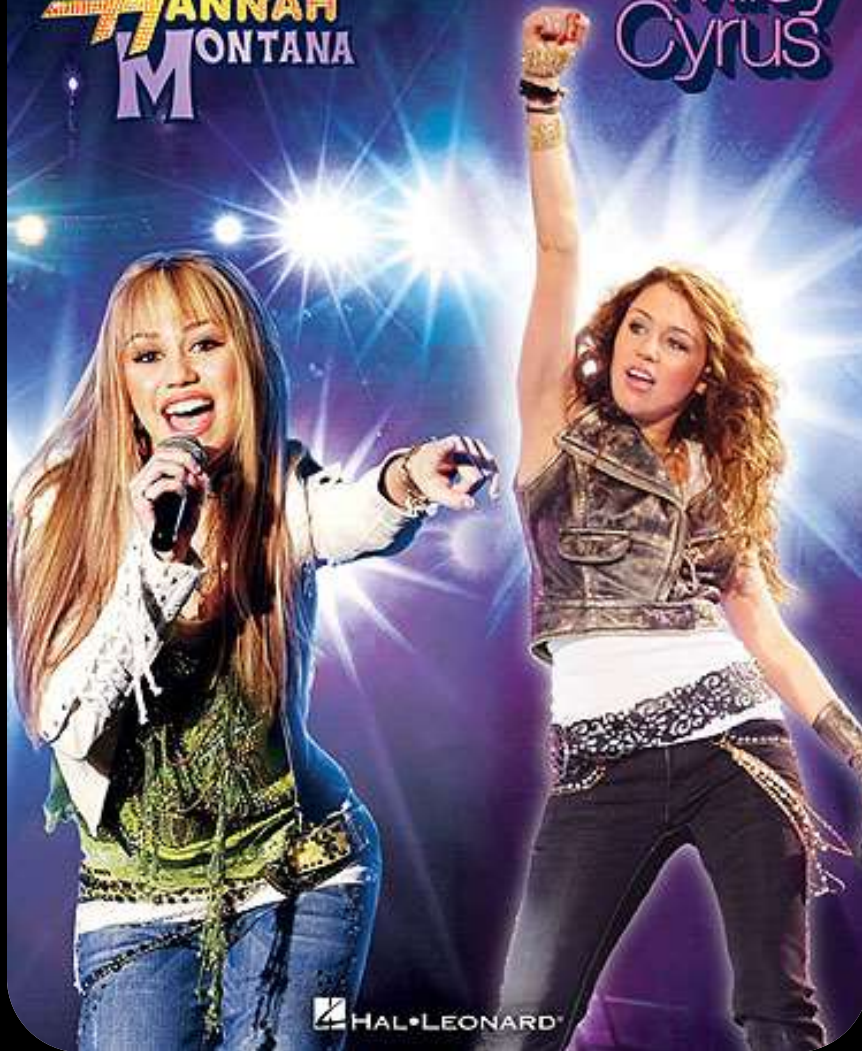


PIANO
VOCAL
GUITAR

Disney
HANNAH
MONTANA

BEST OF BOTH WORLDS CONCERT

Miley
Cyrus



HAL•LEONARD®

HAL•LEONARD®

●● **The star-making assembly line at Disney starts with a teen sitcom and gradually adds on a pop-singing career. Meanwhile, the marketing arm begins churning out all manner of branded products – clothing, books, makeup, the works. That progression has worked wonders for Hilary Duff and Raven. ●●**

-David Hiltbrand
San Diego Union-Tribune







“What has been responsible for her success so far and what will determine her success in the future?”



**“ Disney is one of the
6 or 7 media
corporations that
really owns most of
the media we
consume. ”**

-Dr. Justin Lewis
Candiff University

**“ One of the most
important cultural
institutions we have
today is the media. ”**

-Dr. Gail Dines
Wheelock College

Company	Entertainment Affiliation
Walt Disney Pictures (Walt Disney Animation Studios, Pixar Animation Studios, DisneyToon Studios)	Motion Pictures
Touchstone Pictures	Motion Pictures
Miramax Films	Motion Pictures
Walt Disney Records	Music
Hollywood Records	Music
Lyric Street Records	Music
ABC	Television
ESPN	Sports Television



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““ The best thing you can do, if you want to take yourself legitimately as an actress, is to just keep your head down and work and find good roles. And that will lead to longevity. ””

-Dalton Ross
Entertainment Weekly



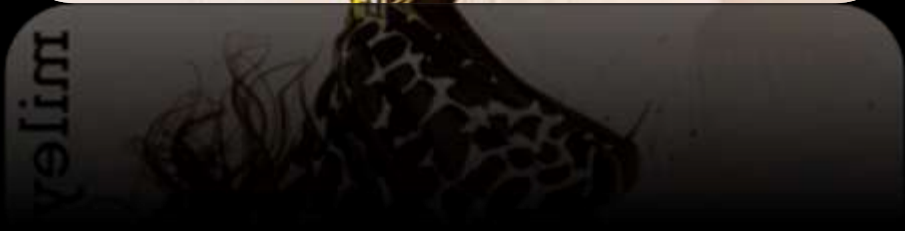






mileycyrus

★
breakout





SHE HAS THE BEST OF BOTH WORLDS...
NOW, SHE HAS TO PICK JUST ONE.



WALT DISNEY
Presents
HANNAH
MONTANA
THE MOVIE

FROM THE AUTHOR OF
"THE NOTEBOOK" & "A WALK TO REMEMBER"



A Story about Family,
First Loves, Second Chances
and the Moments in Life
That Lead You Back Home.

MILEY CYRUS LIAM HEMSWORTH AND GREG KINNEAR

The
LAST SONG

Produced by Mitchell Teitelbaum and John Steward. Directed by Curtis Hanson. Screenplay by Jeffrey O'Connell. Story by Jeffrey O'Connell and Justin Haythe. Cast: Miley Cyrus, Liam Hemsworth, Greg Kinnear, John Steward, Jack Huston, and Jason Sudeikis. Music by John DeLorean. Production Designers: David G. Clark and David G. Clark. Executive Producers: Mitchell Teitelbaum, John Steward, and Jeffrey O'Connell. Producers: Mitchell Teitelbaum, John Steward, and Jeffrey O'Connell. Director of Photography: John DeLorean. Editor: David G. Clark. Production Office: Mitchell Teitelbaum Productions. Distribution: Warner Bros. Entertainment Inc. All Rights Reserved. **APRIL 2** TheLastSong.com

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wpsdmouq.com

“ I don't know. I didn't write the song, so I have no idea. I honestly picked the song because I needed something to go with my clothing line. ”

