

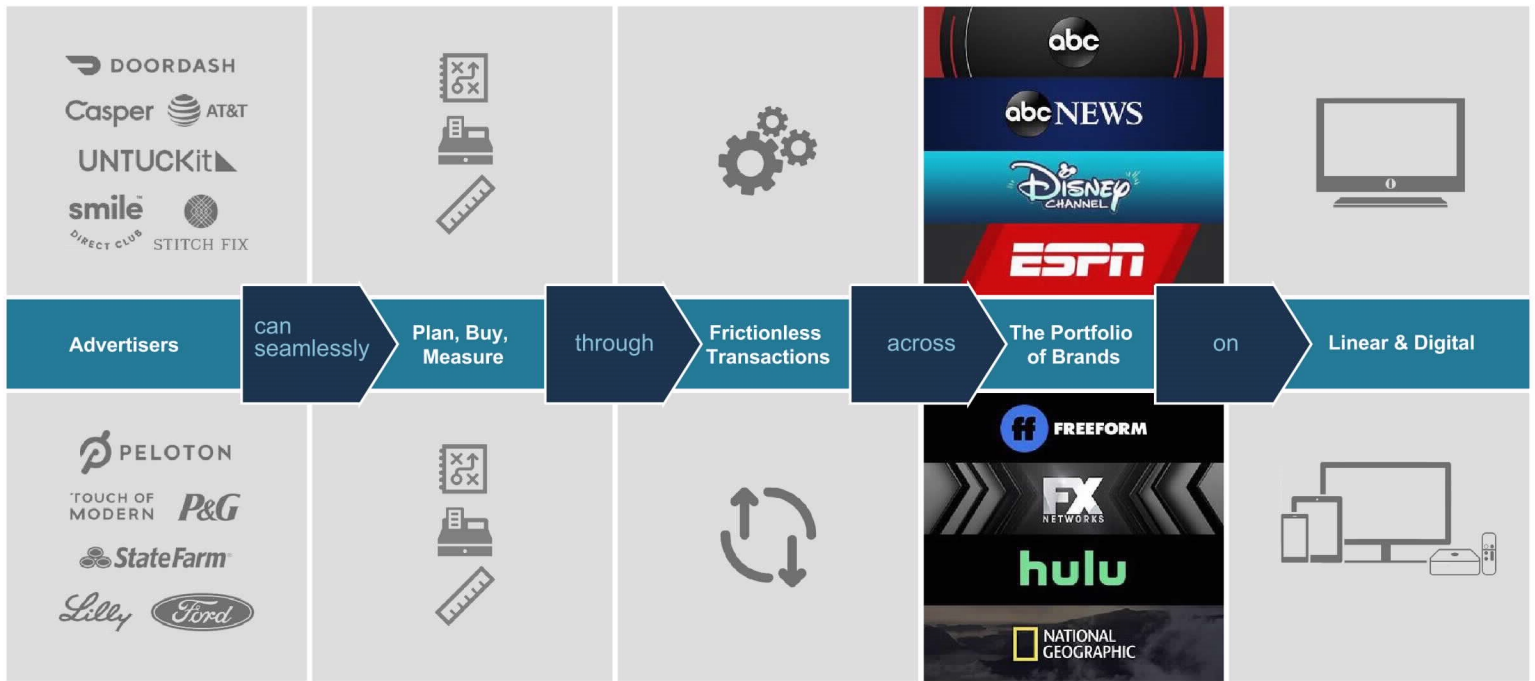
EXHIBIT 153

PUBLIC



APPENDIX

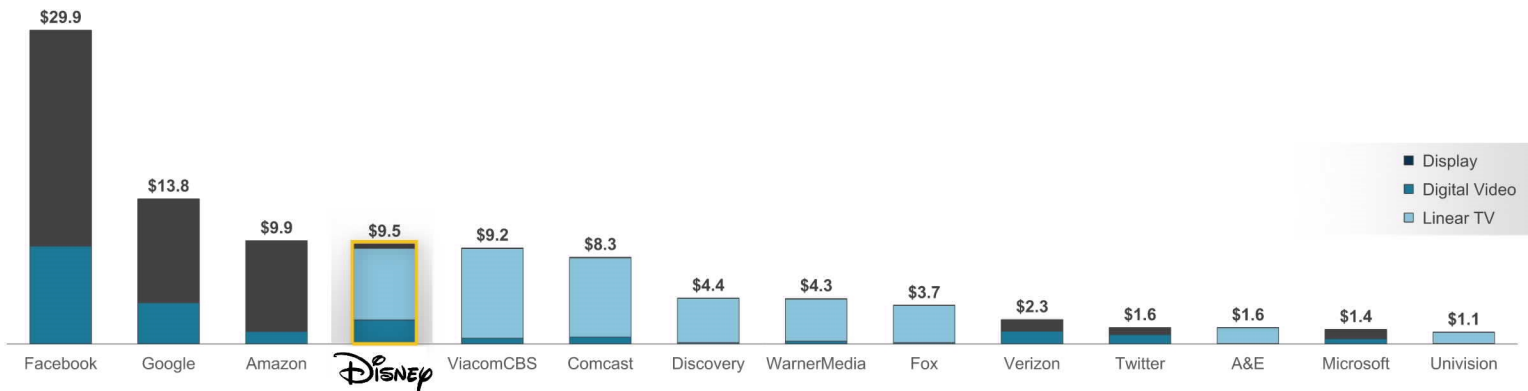
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DISNEY'S CURRENT POSITION IN THE MARKET

COMPETITIVE LANDSCAPE | TOTAL VIDEO + DISPLAY

U.S. Total Video + Display Net Revenue (FY2019) – (in \$bn)



Source: eMarketer, SMI
 Note: All linear and digital estimates for Traditional Competitors from SMI, except for Disney (DTCL actuals). Since SMI captures ~50% of overall digital market, 2x multiple placed on digital revenue estimates. Facebook, Google, Verizon, Amazon, Twitter, Microsoft estimates from eMarketer.