



The Incredible ESPN

ESPN and ABC Sports president George Bodenheimer beefed up his European sports portfolio—and snagged half a billion soccer fans—when he bought the rights to air the English Premier League.

X Factor
After transforming Disney Channels Worldwide from a sleepy cable backwater into a television powerhouse (hello, *High School Musical!*), Rich Ross took over Walt Disney Studios. In an unexpected play, Disney appointed Carolina Lightcap, former creative head of Disney Channels Latin America, as Ross's replacement.



Call it the Fantastic Four . . . billion. Disney's unexpected purchase of Marvel Entertainment—and its 5,000 comic superheroes—this past August was perhaps the entertainment giant's boldest bit of derring-do in a year filled with creative leaps and aggressive moves. From crafting a subscription-based e-reader site for young kids to buying a nearly 30% stake in Hulu, from rethinking Mickey Mouse's image to scoring a crucial beachhead in the Chinese market with Shanghai Disneyland, Disney's innovations span the globe. We give a few supersmart exploits the full Marvel treatment.