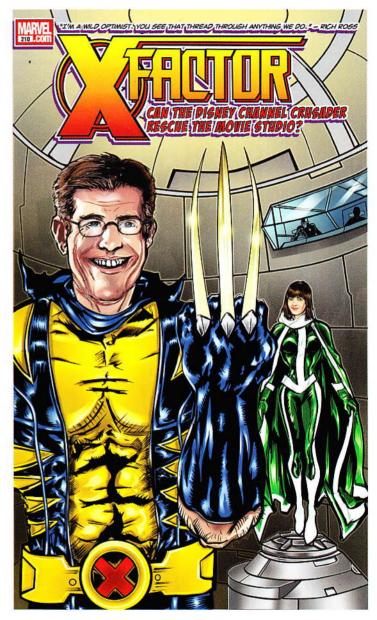


The Incredible ESPN ESPN and ABC Sports president George Bodenheimer beefed up his European sports portfolio—and snagged half a billion soccer fans—when he bought the rights to air the English Premier League.

## 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 subscriptionbased 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.

Illustrations by KIRK MANLEY