

Disney Invests \$1B in OpenAI, Licensing 200+ Characters to Sora AI

Published on 12 Dec 2025 | By IFI Correspondent

The WALT DISNEY Company

The Walt Disney Company has announced a major **\$1 billion equity investment in OpenAI**, marking a landmark partnership that will bring more than **200 beloved characters** from Disney, Pixar, Marvel and Star Wars into OpenAI's **Sora generative AI video platform** under a **three-year licensing agreement**.

As part of the deal, Sora — a short-form AI video creation tool launched by OpenAI in September — will be able to generate **user-prompted short videos** featuring animated and illustrated characters, costumes, props, environments and creatures from Disney's extensive portfolio. A selection of these fan-created clips is expected to be **curated for streaming on Disney+**.

The agreement **does not include the use of real-world talent likenesses or voices**, a safeguard intended to protect actors and voice artists amid industry concerns about AI replication.

Under the broader collaboration, Disney will also become a **major customer of OpenAI**, using its **ChatGPT and API tools internally** to build new products, enhance employee workflows and extend generative AI features across its platforms. In return for its \$1 billion stake in OpenAI, Disney will receive **warrants enabling it to acquire additional shares** in the AI company.

Disney CEO **Bob Iger** described the partnership as a significant step in responsibly expanding the company's storytelling legacy through generative AI while respecting and protecting creative rights. OpenAI CEO **Sam Altman** said the deal demonstrates how AI firms and content creators can collaborate "to promote innovation that benefits society."

The Sora and ChatGPT Images tools are expected to begin producing licensed AI-generated character content in **early 2026**, opening up new ways for fans to engage with beloved franchises — from Mickey Mouse to Iron Man to Luke Skywalker — in digitally created short videos.

For more style updates & exclusive fashion stories follow indiafashionicon.com