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# Warner Bros., Inc.

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## Overview

Here's looking at you, Warner Bros. Based in New York City (not *Casablanca*), Warner Bros. has one of the most prestigious film libraries in the world. Through Warner Bros. Pictures and related divisions and Warner Home Video, the company produces and distributes movies, videos, and DVDs. Its Warner Bros. Television unit produces the hit shows *ER*, *Friends*, and *The West Wing* for NBC, as well as other programs (primarily syndicated). Warner Bros. Also owns DC Comics.

Warner Bros. is a division of Time Warner Entertainment, which is a majority-owned subsidiary of media giant AOL Time Warner. AOL Time Warner is looking to cut \$1 billion in post-merger overhead and may slash some \$100 million at Warner Bros., which accounts for about 20% of AOL Time Warner's revenue, and has already announced plans to sell its chain of 130 Warner Bros. Studio Stores.

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## History

Sons of Polish immigrants, the Warner brothers (Jack, Abe, Harry, and Sam) started with one nickelodeon in the early 1900s and eventually opened a theater in New Castle, Pennsylvania. The family business was a success, and the brothers soon started producing and distributing movies from their new headquarters in New York City. The Warner Bros. studio (run by Jack and Sam) later found its way to Burbank, California, and had a series of screwball comedies under its belt by 1917.

Warner Bros. revolutionized the movie business with the 1927 release of *The Jazz Singer*, the first motion picture with sound to reach a large audience. The sound system was the concept of Sam Warner, who died 24 hours before the film's premiere. Jack took control of the studio and turned it into one of the top producers of the 1930s and, especially, the 1940s. Some of the most celebrated movies in history came off the Warner Bros. lot that decade, including *Casablanca* (1942); *Now, Voyager* (1942); and *The Treasure of the Sierra Madre* (1948). Humphrey Bogart, James Cagney, Frank Capra, and Bette Davis were among the actors and directors



under contract with the studio.

A pioneer of the studio system (factory-like production of movies using a small stable of talent), Warner Bros. hit the skids in the 1950s when the system started to collapse. To make matters worse, the Paramount Decree of 1948 forced all studios to sell their theaters. Jack Warner sold the company to Seven Arts Productions for \$32 million in 1966.

Warner Brothers-Seven Arts was bought shortly thereafter by entrepreneur Steven Ross. He changed the company's name to Warner Communications in 1971. Warner ramped up production in the 1970s with such hit movies as *The Exorcist* (1973), *All the President's Men* (1976), and *Superman* (1978). Ross expanded the company into cable TV, music, publishing, and video games (it bought Atari in 1976). In 1980 Bob Daly and Terry Semel joined Warner to run the film studio (the duo found immense success with star-driven and franchise projects throughout the next two decades).

The video game market collapsed in the early 1980s, and Warner's stock dropped so low that media magnate Rupert Murdoch attempted a takeover. Ross turned to Chris-Craft Industries chairman Herbert Siegel, who bought 19% of Warner in 1983. As Siegel became more involved (he eventually upped his stake to 29%), it was clear that he and Ross simply could not get along. Despite that, Warner Communications rebounded in the 1980s, thanks in part to such movies as *The Color Purple* and *Pale Rider* (both 1985). The company laid the foundation for its television operations with the 1989 purchase of Lorimar Telepictures, one of the country's top TV production firms.

Warner Bros. became part of Time Warner in 1990 when Time bought Warner Communications. Time Warner placed Warner Bros. under a limited partnership called Time Warner Entertainment in 1992. The WB Television Network was launched in 1995. Warner Bros. continued to churn out hit movies during the decade, including *The Fugitive* (1993), *Twister* (1996), the *Lethal Weapon* (1987 -98) and *Batman* (1989-97) franchises, and the studio's highest-grossing film, *The Matrix* (1999). It also scored with television audiences during the 1990s, producing such shows as *Friends* and *ER*. Daly and Semel abruptly resigned in 1999; company veteran Barry Meyer took over as chairman and CEO.

America Online acquired Time Warner in 2001, making Warner Bros. part of AOL Time Warner. Following the merger, Warner Bros. transferred its majority interest in the WB Television Network to sister company Turner Broadcasting.

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## **Officers & Employees**

Chairman and CEO: [Barry M. Meyer](#)

President and COO: Alan Horn

EVP and CFO: Edward A. Romano

EVP and General Counsel: John A. Schulman

EVP Administration and Studio Operations: Gary Credle

EVP International: Richard J. Fox

EVP Marketing and Planning: Sanford E. Reisenbach  
EVP New Media: Kevin Tsujihara  
EVP Television: Bruce Rosenblum  
SVP and Chief Corporate Communications Officer: Barbara S. Brogliatti  
VP National Promotions, Domestic Marketing, WB Pictures: Erin Corbett  
HR: Amy Bouman  
Company Job Openings

#### Locations & Subsidiaries

Headquarters: 1325 Avenue of the Americas, New York, NY 10019 iMW Phone: 212-636-5000  
Fax: 212-397-4736  
Web Site: <http://www.warnerbros.com>

#### New York City Guide

#### **Web Sites for subsidiaries, divisions & affiliates**

DC Comics  
Warner Bros. DVD/Video  
Warner Bros. Movies  
**Warner** Bros. Television

## **Products/Operations**

### **Selected Operations**

Castle Rock Entertainment (film and TV production)  
DC Comics  
*MAD Magazine*  
Telepictures Productions (TV production)  
Warner Bros. Animation  
Hanna-Barbera  
Looney Tunes  
Warner Bros. Consumer Products (licensing)  
Warner Bros. International Theatres (120 theaters in Australia, Italy, Japan, Portugal, Spain, Taiwan, and the UK)  
Warner Bros. New Media  
Warner Bros. Online  
Warner Bros. Pictures  
*The Adventures of Robin Hood* (1938)  
*A.I. Artificial Intelligence* (2001)  
*All the President's Men* (1976)  
*Batman* (1989)  
*The Big Sleep* (1946)  
*Blazing Saddles* (1974)  
*Casablanca* (1942)  
*The Color Purple* (1985)  
*The Exorcist* (1973)  
*The Fugitive* (1993)  
*Harry Potter and the Sorcerer's Stone* (2001)  
*The Jazz Singer* (1927)  
*Lethal Weapon* (1987)  
*The Maltese Falcon* (1941)  
*The Matrix* (1999)  
*Now, Voyager* (1942)  
*Pale Rider* (1985)  
*The Perfect Storm* (2000)

*A Streetcar Named Desire* (1951)  
*Superman* (1978)  
*The Treasure of the Sierra Madre* (1948)  
*Twister* (1996)  
*Unforgiven* (1992)  
*What Ever Happened to Baby Jane?* (1962)  
*Who's Afraid of Virginia Woolf?* (1966)  
Warner Bros. Studio Stores (130 retail stores) Warner  
Bros. Television (TV production)  
*The Drew Carey Show*  
*ER*  
*Friends*  
*Jenny Jones*  
*The Rosie O'Donnell Show*  
*The West Wing*  
Warner Home Video (video and DVD distribution)

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Financials  
Company Type:  
Subsidiary of  
Time Warner Entertainment

Financial Links

**.Historical Financials &  
Employees**

**Fiscal Year-End:** December

**2000 Sales (mil.):** \$8,116  
**1-Yr. Sales Growth:** 0.5%

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