

**PLAYFAIR**

*WALT DISNEY COMPANY*

*MARVEL ENTERTAINMENT*

**FILM**

**MUSICIANS**

**FOR**

**FAIRNESS**

**Avengers' box office topped \$1 Billion in days.  
It was a bonanza for Disney, Marvel, and for the  
actors, stagehands, writers, directors  
and producers...**

**BUT NOT FOR MUSICIANS**



***Here's what Disney CEO Bob Iger and Marvel  
Studios head Kevin Feige are saying:***

**"The success of *Avengers* is quite rewarding for all of us involved in the film."**

**— Kevin Feige, Disney Pictures press release, May 7, 2012.**

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**"*Avengers* speaks volumes in terms of the value that Marvel can create for  
Disney over the years, far exceeding what we paid for it a few years go."**

**— Bob Iger, *Businessweek*, May 11, 2012.**

***The Avengers was shot in New Mexico, with millions of  
U.S. tax dollars. But the music was scored in Europe,  
robbing U.S. musicians of their jobs.***

# The Shame Behind The Show

**B**usiness is booming for The Walt Disney Company and Marvel Entertainment. Shot on a \$200 million budget, their latest blockbuster movie, *The Avengers*, grossed nearly \$1.5 billion in box office revenue worldwide less than a month after its release. It was filmed in New Mexico and Ohio, where the producers received \$30 million in tax rebates from those states. The actors, writers, directors, stage crew and other workers up and down the line were all compensated fairly for their work on *The Avengers*. But when the time came to record the film's music score, the producers banked their millions in tax rebates and exported U.S. jobs. They headed straight to Europe and hired foreign musicians under the table and on the cheap. We don't think that's fair.

***We ask this of Disney CEO Bob Iger and Marvel head Kevin Feige: How many billions must your companies earn before Marvel will score its film music here at home?***

On New Years Eve, 2009, Disney acquired Marvel for \$4.24 billion. In 2011, Disney's assets stood at \$74 billion with reported net income of \$4.8 billion on revenue of more than \$40 billion. Disney CEO Bob Iger's total compensation for 2011 was \$50 million. So far, with the hottest Hollywood blockbuster movie of the year, Disney and Marvel have raked in the bucks. So did the actors, stage crews, writers, directors and other American workers. But for Hollywood's great film musicians, who have brought such joy to the world since the earliest days of motion pictures, it was zee-ro, zilch, nada ... nothing at all.

***Please join us in telling the Walt Disney Company and Marvel Entertainment -***

## Get Real. PlayFair!

## **FILM MUSICIANS FOR FAIRNESS**

*This message is brought to you by the*

**American Federation of Musicians of the United States and Canada**

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