Disney Invests $1B in OpenAI, Will Bring Its Characters to Sora

Disney is bringing storytelling to uncharted territory.

The media giant announced Thursday that it will acquire a $1 billion stake in OpenAI and license its characters for Sora, OpenAI’s short-form video platform launched in September.

As part of the three-year deal, some videos made with Sora will appear on the Disney+ platform, the companies said. Sora and ChatGPT Images are set to start producing fan-inspired videos featuring Disney’s licensed characters in early 2026, the companies said. Disney said it will also team up with OpenAI to create “new products, tools, and experiences” and “deploy” ChatGPT into its workforce.

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