

# 4 Kids Entertainment Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

4 Kids Entertainment Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between 4 Kids Entertainment Inc. and its competitors. This provides our Clients with a clear understanding of 4 Kids Entertainment Inc. position in the [Media](#) Industry.

The report contains detailed information about 4 Kids Entertainment Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for 4 Kids Entertainment Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The 4 Kids Entertainment Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and

company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes 4 Kids Entertainment Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of 4 Kids Entertainment Inc. business.

### **About 4 Kids Entertainment Inc.**

4Kids Entertainment, Inc. operates as a diversified entertainment and media company.

#### Segments

The company conducts its operations through four segments, including Licensing; Advertising Media and Broadcast; Television and Film Production/Distribution; and Trading Card and Game Distribution.

#### Licensing

The Licensing business segment consists of the wholly-owned subsidiaries of the company: 4Kids Entertainment Licensing, Inc. (4Kids Licensing); 4Sight Licensing Solutions, Inc. (4Sight Licensing); 4Kids Entertainment International, Ltd. (4Kids International); and 4Kids Technology, Inc. (4Kids Technology). 4Kids Licensing is engaged in the business of licensing the merchandising rights to children's television series, properties and product concepts. 4Kids Licensing typically acts as merchandising agent in connection with the grant to third parties of licenses to manufacture and sell all types of merchandise, including toys, videogames, trading cards, apparel, housewares, footwear, books and other published materials, based on

such Properties. 4Sight Licensing is engaged in the business of licensing properties and product concepts to adults, teens and tweens. 4Sight Licensing focuses on brand building through licensing. 4Kids International, based in London, manages Properties represented by the Company in the United Kingdom and European marketplaces. 4Kids Technology develops ideas and concepts for licensing which integrate new and existing technologies with traditional game and toy play patterns.

### Advertising Media and Broadcast

The Advertising Media and Broadcast segment, through an agreement with The CW Network, LLC (The CW), leases The CW's Saturday morning programming block (The CW4Kids), which broadcasts in most markets from 7am to 12pm for an initial term of five years which began with The CW's 2008-2009 broadcast season. The company provides all programming content to be broadcast on The CW4Kids.

The company, through a multi year agreement (the Fox Agreement) with Fox Broadcasting Corporation (Fox), leases Fox's Saturday morning programming block (4Kids TV).

### Television and Film Production/Distribution

The Television and Film Production/Distribution business segment consists of the wholly owned subsidiaries, including 4Kids Productions, Inc. (4Kids Productions); 4Kids Entertainment Music, Inc. (4Kids Music); and 4Kids Entertainment Home Video, Inc. (4Kids Home Video). 4Kids Productions produces and adapts animated and live-action television programs and theatrical motion pictures for distribution to the domestic and international television, home video and theatrical markets. 4Kids Music composes original music for incorporation into television programming produced by 4Kids Productions and markets and manages such music. 4Kids Home Video distributes home videos associated with television programming produced by 4Kids Productions.

### Trading Card and Game Distribution

The Trading Card and Game Distribution segment comprises the company's 55% interest in TC Digital Games LLC, which produces, markets, and distributes the 'Chaotic' trading card game. In addition, the company, through its wholly owned subsidiary, 4Kids Web sites, Inc., owns 55% interest in TC Web sites LLC, which owns and operates chaoticgame.com. and the companion Web site for the Chaotic trading card game.

## Competition

The company's principal competitors in the area of merchandise licensing include Disney, Time Warner and Nickelodeon. Its Advertising Media and Broadcast segment also operates in a competitive marketplace against media companies: Disney, Time Warner, CBS, NBC, and Nickelodeon.

The company's Trading Card and Game Distribution segment would also be operating in a market against competition, such as: Wizards of the Coast which is owned by Hasbro and distributes the 'Magic the Gathering' trading card game; Konami, a company that distributes 'Yu-Gi-Oh!' trading cards in the U.S.; Upper Deck, a company that distributes 'Yu-Gi-Oh!' trading cards and sports cards; Topps, a company that distributes sports cards; and Nintendo of America and Pokemon USA, Inc., the companies that distribute the 'Pokemon' trading card game. The 'Chaotic' Web site which is part of the company's Trading Card and Game Distribution segment would also be competing with online multiplayer game Web sites, such as 'World of Warcraft', the Web site run by Blizzard Entertainment, a subsidiary of Vivendi.

## History

4 Kids Entertainment, Inc. was founded in 1970.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. 4 KIDS ENTERTAINMENT INC. COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. 4 KIDS ENTERTAINMENT INC. BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. 4 KIDS ENTERTAINMENT INC. SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. 4 KIDS ENTERTAINMENT INC. FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. 4 KIDS ENTERTAINMENT INC. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. 4 Kids Entertainment Inc. Direct Competitors
- 5.2. Comparison of 4 Kids Entertainment Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of 4 Kids Entertainment Inc. and Direct Competitors Stock Charts
- 5.4. 4 Kids Entertainment Inc. Industry Analysis
  - 5.4.1. Media Industry Snapshot
  - 5.4.2. 4 Kids Entertainment Inc. Industry Position Analysis

## **6. 4 KIDS ENTERTAINMENT INC. NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. 4 KIDS ENTERTAINMENT INC. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. 4 KIDS ENTERTAINMENT INC. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. UNITED STATES PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. 4 KIDS ENTERTAINMENT INC. IFE, EFE, IE MATRICES<sup>2</sup>**

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

## **11. 4 KIDS ENTERTAINMENT INC. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. 4 KIDS ENTERTAINMENT INC. VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

- 4 Kids Entertainment Inc. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit
- Profit Margin Chart
- Operating Margin Chart
- Return on Equity (ROE) Chart
- Return on Assets (ROA) Chart
- Debt to Equity Chart
- Current Ratio Chart
- 4 Kids Entertainment Inc. 1-year Stock Charts
- 4 Kids Entertainment Inc. 5-year Stock Charts
- 4 Kids Entertainment Inc. vs. Main Indexes 1-year Stock Chart
- 4 Kids Entertainment Inc. vs. Direct Competitors 1-year Stock Charts
- 4 Kids Entertainment Inc. Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
The complete financial data is available for publicly traded companies.

## List Of Tables

### LIST OF TABLES

4 Kids Entertainment Inc. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
4 Kids Entertainment Inc. Key Executives  
4 Kids Entertainment Inc. Major Shareholders  
4 Kids Entertainment Inc. History  
4 Kids Entertainment Inc. Products  
Revenues by Segment  
Revenues by Region  
4 Kids Entertainment Inc. Offices and Representations  
4 Kids Entertainment Inc. SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
4 Kids Entertainment Inc. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
4 Kids Entertainment Inc. Capital Market Snapshot  
4 Kids Entertainment Inc. Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Media Industry Statistics



4 Kids Entertainment Inc. Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
4 Kids Entertainment Inc. Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

### **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

### **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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