

# AirMedia Group Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

AirMedia Group 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 AirMedia Group Inc. and its competitors. This provides our Clients with a clear understanding of AirMedia Group Inc. position in the [Media](#) Industry.

The report contains detailed information about AirMedia Group 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 AirMedia Group 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 AirMedia Group 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 AirMedia Group 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 AirMedia Group Inc. business.

### **About AirMedia Group Inc.**

AirMedia Group Inc. operates digital media network in China. As of April 30, 2010, the company operated digital frames in 33 airports in China and digital TV screens in 37 airports, which include the 5 airports in China: Beijing Capital International Airport, Guangzhou Baiyun International Airport, Shanghai Pudong International Airport, Shanghai Hongqiao International Airport and Shenzhen International Airport. In addition, the company has contractual concession rights to place its programs on the routes operated by eight airlines, including the three airlines in China, Air China, China Southern Airlines and China Eastern Airlines.

### **Advertising Network and Services**

The company primarily offers advertising services at the following platforms: digital frames in airports, digital TV screens in airports and on airplanes, traditional media in airports such as light boxes, billboards and painted advertisements and gas station media displays and other outdoor media displays outside of the air travel advertising sector.

### **Digital Frames in Airports**

The company operates a network of digital frames, strategically placed in areas of airports such as departure halls, terminals and arrival halls, where most of the air travelers congregate and spend significant time waiting. Its digital frames are high-definition liquid crystal display, or LCD, screens that change digital picture displays approximately every 5 to 15 seconds, varying from airport to airport. Its digital frames include standalone digital frames and TV-attached digital frames. Standalone digital frames display advertisements on vertical or horizontal display panels range in sizes from 42 to 108 inches. TV-attached digital frames consist of a vertical digital frame beneath a digital TV screen and are in sizes ranging from 47 to 55 inches. In response to advertiser advertising needs, the company also owns and operates digital frames of a much larger size in the airports of Beijing and Guangzhou. In both international and domestic arrival halls of Terminals 2 and 3 of the Beijing International Airport, the company operates 44 108-inch LCD screens that measure four square meters (or 43.1 square feet) each; it also operates 12 108-inch LCD screens in departure halls, security checkpoints, luggage pickup and subway entrance areas inside Guangzhou Baiyun International Airport. In Guangzhou Baiyun International Airport, the company has 3 large-size LED screens, each measuring 76.0 square meters (or 818.4 square feet). As of April 30, 2010, the company operated 3,324 digital frames in 33 airports, 1,225 of which were standalone digital frames, including the 108-inch LCD display screens and large-size LED screens, and 2,099 of which were TV-attached digital frames.

### Digital TV Screens in Airports

The company places digital TV screens in high-traffic areas of airports, such as departure halls, security check areas, boarding gates, baggage claim areas and arrival halls. A majority of standard digital TV screens are 42-inch or 46-inch plasma display panels or LCDs. As of April 30, 2010, the company operated 2,195 digital TV screens in 37 airports in China under various concession rights contracts.

### Digital TV Screens on Airplanes

As of April 30, 2010, the company's programs were placed on digital TV screens on routes operated by eight airlines. The displays on network airplanes, which have been installed by aircraft manufacturers, are located at the top of passenger compartments and on the back of passenger seats. The digital TV screens at the top of passenger compartments range from 9 inches to 50 inches in size, while the display screens on the back of passenger seats typically range from seven inches to nine inches in size. There are approximately 10 to 280 on an airplane.

## Traditional Media in Airports

The company's traditional media in airports includes light boxes and billboards in airports and billboards and painted advertisements on gate bridges in airports. As of April 30, 2010, the company operated 525 light boxes and billboards mainly in 3 airports, including Beijing Capital International Airport and Shenzhen International Airport. As of April 30, 2010, the company operated 114 billboard advertisements and 46 painted advertisements on the gate bridges mainly located in 7 airports, including Beijing Capital International Airport and Guangzhou Baiyun International Airport.

## Other Media in Air Travel

The company has logos for various display equipment in airports displayed on these equipments. It also operates 98 17-inch crystal TV screens on shuttle buses in Shanghai Pudong International and Shanghai Hongqiao airports.

## Gas Station Media Network

In April 2009, the company entered into a contract with Sinopec under which the company obtained the concession right to develop and operate outdoor advertising platforms at all Sinopec gas stations located throughout China. As of April 30, 2010, the company had installed scrolling light boxes and billboards in a total of 939 Sinopec gas stations, of which 215 are located in Beijing, 280 in Shanghai, 99 in Shenzhen and the remaining 345 in 12 other cities across China.

## Other Media Network

The company has access to build and operate billboards that display both public service content and commercial advertising throughout Beijing in locations such as shopping malls and parking lots. It also operates approximately 36 unipole signs and other outdoor media in locations throughout Beijing.

## Advertising Clients

The company's advertisers for 2009 included Agricultural Bank of China, Audi, Bank of Communications, ChangYu Wine, China Minsheng Bank, China Unicom, Dongfeng Nissan, Great Wall Wine, HSBC, Hyundai Motor, Mercedes-Benz, Ping An Insurance, Samsung, Septwolves and Toyota.

## Competition

The company competes primarily with several different groups of competitors: advertising companies that operate airport advertising networks, such as JC Decaux.

## History

AirMedia Group Inc. was founded in 2005.

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.

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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.  
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## 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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