

# American Tower Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

American Tower Corp. 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 American Tower Corp. and its competitors. This provides our Clients with a clear understanding of American Tower Corp. position in the [Communication Services](#) Industry.

The report contains detailed information about American Tower Corp. 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 American Tower Corp.. 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 American Tower Corp. 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 American Tower Corp. 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 American Tower Corp. business.

### **About American Tower Corp.**

American Tower Corporation, a wireless and broadcast communications infrastructure company, engages in the development, ownership, and operation of communications sites, including wireless communications towers, broadcast communications towers, and distributed antenna system (DAS) networks.

The company's portfolio of wireless and broadcast towers consists of towers that the company owned and towers that the company operated pursuant to long-term lease arrangements, including, as of December 31, 2009, approximately 20,000 towers in the United States and approximately 7,000 towers in Mexico, Brazil, and India.

The company's portfolio also includes approximately 200 in-building DAS networks that the company operates in malls, casinos and other in-building applications in the United States and Mexico, and one outdoor DAS network in development in the United States. In addition to the communications sites in its portfolio, the company manages rooftop and tower sites for property owners in the United States, Mexico, and Brazil.

### **Segments**

The company operates in Rental and Management segment and Network Development

services segment.

## Products and Services

### Rental and Management segment

The company's primary business is its communications site leasing business, which the company conducts through its rental and management segment. Rental and Management segment is comprised of its domestic and international site leasing business, including the operation of wireless communications towers, broadcast communications towers and DAS networks, as well as rooftop management.

**Wireless Communications Towers:** The company is an independent owner and operator of wireless communications towers in the United States, Mexico, and Brazil. The company also owns and operates communications towers in India. In addition to owning wireless communications towers, the company also manages wireless communications sites for property owners in the United States, Mexico and Brazil. As of December 31, 2009, its wireless tower portfolio included the following:

The company leases space on its wireless communications towers to customers in a range of wireless industries, including personal communications services, cellular, enhanced specialized mobile radio, WiMAX, paging, and fixed microwave. The company's three wireless customers in each country are as follows: AT&T Mobility, Sprint Nextel and Verizon Wireless in the United States; Grupo Iusacell, Nextel International and Telefonica (Movistar) in Mexico; Nextel International, America Movil (Claro) and Viv in Brazil; and Vodafone, Idea, and Aircel in India.

**Broadcast Communications Towers:** The company owns approximately 230 broadcast towers in the United States and has rights to approximately 200 broadcast towers in Mexico. The company leases space on its broadcast towers to various customers, including wireless service providers.

**DAS Networks:** The company provides in-building and outdoor DAS networks in the United States. The company owns and operates approximately 200 in-building DAS networks in malls, casinos, and other in-building applications in the United States and Mexico. The company offers outdoor DAS networks as a complementary shared infrastructure solution for its customers. The company designs, builds, and operates its outdoor DAS networks in areas in which zoning restrictions or other barriers may prevent or delay deployment of more traditional wireless structures.

**Rooftop Management:** The company also provides management services to property owners in the United States, Mexico, and Brazil who own rooftops that are capable of hosting wireless communications equipment. The company obtains rights to manage a rooftop by entering into contracts with property owners pursuant to which the company receives a percentage of occupancy.

#### Network Development Services segment

The company offers tower-related services, including site acquisition, zoning and permitting services and structural analysis services, through its network development services segment.

**Site Acquisition, Zoning and Permitting Services:** The company engages in site acquisition services on its own behalf in connection with its tower development projects, as well as on the behalf of its customers. The company works with its customers' engineers to determine the geographic areas where a new tower site would address the customers' needs and meet their coverage objectives.

**Structural Analysis:** The company offers structural analysis services to wireless carriers in connection with the installation of communications equipment on towers.

#### Competition

**Rental and Management segment:** The company's rental and management segment competes with other international, national and regional tower companies, such as Crown Castle International Corp. and SBA Communications Corporation in the United States and Indus Towers in India.

#### History

American Tower Corporation was founded in 1995.

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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