

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

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## Abstracts

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

The report contains detailed information about Arbitron 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 Arbitron 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 Arbitron 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 Arbitron 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 Arbitron Inc. business.

### **About Arbitron Inc.**

Arbitron Inc. operates as a media and marketing information services firm that serves radio, advertising agencies, cable and broadcast television, advertisers, retailers, out-of-home media, and online media. The company, through its Scarborough Research joint venture with The Nielsen Company (Nielsen), engages in broadcasting television and print media.

The company's main services include measuring and estimating radio audiences in local markets in the United States; measuring and estimating radio audiences of network radio programs and commercials; providing software used for accessing and analyzing its media audience and marketing information data; and providing consumer, shopping, and media usage information services.

The company provides radio audience estimates and related services in the United States to radio stations, advertising agencies and advertisers. It estimates the size and demographics of the audiences of radio stations in local markets in the United States and reports these estimates and certain related data to its customers. It also provides software applications that allow its customers to access its databases and enable its customers to analyze and understand that information for sales, management, and programming purposes. The company provides qualitative measures of consumer demographics, retail behavior and media consumption in local markets throughout the

United States. It also provides custom research services to companies that are seeking to demonstrate the value of their advertising propositions.

The company has developed an electronic Portable People Meter (PPM) system of audience measurement for commercialization in the United States and has licensed its PPM technology to a number of international media information services companies to use in their media audience measurement services in specific countries outside of the United States.

### Radio Audience Measurement Services

#### Portable People Meter Ratings Service

**Collection of Listener Data through PPM Methodology:** In its PPM service, the company gathers data regarding exposure to encoded audio material using its PPM devices. The company randomly recruits a sample panel of households to participate in the service (all persons aged six and older in the household).

The PPM device collects the codes and adds a date/time stamp to each listening occasion. At the end of each day, panelists place their meters in a docking station and the information is downloaded to Arbitron for processing, tabulation, and analysis in producing its listening estimates. The company issues a ratings report in each measured market for 13 four-week measurement periods per year. It also issues interim weekly reports to station subscribers for programming information. Users access its ratings estimates through an Internet-based software system that the company provides.

**Commercialization:** The company utilizes its PPM ratings service to produce radio audience estimates in 33 United States local markets. During 2009, the company commercialized the PPM ratings service in 18 local markets.

**PPM Ratings Service Quality Improvement Initiatives:** The company commercialized the PPM ratings service in various PPM Markets.

In 2009, the company realigned its PPM Panel Service group to bundle existing compliance activities (installation, habituation, service, coaching) and field personnel (market and field coaches) into regional teams.

### Diary Service

**Collection of Listener Data through Diary Methodology:** The company uses listener diaries to gather radio listening data from persons aged 12 and over in sample households in the 267 United States local markets in which it provides Diary-based radio ratings. The company receives and processes approximately 1.1 million diaries every year to produce its audience listening estimates.

**Diary Service Quality Improvement Initiatives:** The company intends to invest in Diary service quality enhancements in 2010.

#### Cross-Platform Media Measurement

In 2009, the company formed a cross-platform media measurement group that utilizes the PPM technology and domestic and international partnerships.

#### Television Suite of A

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.

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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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