

# Canadian Satellite Radio Holdings Inc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/CB2A3B95929BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: CB2A3B95929BEN

## Abstracts

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

The report contains detailed information about Canadian Satellite Radio Holdings 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 Canadian Satellite Radio Holdings 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 Canadian Satellite Radio Holdings 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 Canadian Satellite Radio Holdings 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 Canadian Satellite Radio Holdings Inc business.

### **About Canadian Satellite Radio Holdings Inc**

Canadian Satellite Radio Holdings Inc., through its subsidiary, Canadian Satellite Radio Inc., provides subscription based satellite radio entertainment and information in Canada. The company has a license from XM Satellite Radio Holdings Inc. (XM) to provide satellite digital audio radio services in Canada.

As of August 31, 2010, the company had 589,700 total subscribers, including 432,200 self-paying subscribers. Through XM, it offers 130 channels, which include commercial-free music, as well as news, talk, sports, and children's programming, including 13 Canadian channels designed and developed by it from its broadcast operations in Toronto, Montreal and Quebec City.

The company broadcasts music channels and select non-music channels in audio over the Internet to personal computers and to mobile devices, including iPhone and iPod touch, Blackberry, and Android devices.

In 2009, XM Canada announced two additions to the Plug-n-Play radio category: the XM onyX and the Xpress RCi, both featuring the PowerConnect FM transmitter that

works through customer's vehicle's radio. XM Canada also announced an addition to the Plug-n-Play radio category: the XM SkyDock; iPhone and iPod Touch users with the help of the SkyDock, would operate XM through their personal devices and listen to XM through the car audio system.

The company's service includes approximately 130 channels, including commercial-free music, as well as news, talk, sports, and children's programming, including 117 XM channels and 13 Canadian channels developed by it. It also offers XM NavTraffic, the satellite-delivered traffic information service. XM NavTraffic makes it possible for drivers to access info, such as traffic congestion, accidents, incidents, road construction, average speed, and estimated driving time.

The company has multi-year distribution arrangements with various automobile OEMs, including GMCL, Honda Canada, Nissan Canada, Toyota Canada, Hyundai Auto Canada, and Porsche Cars Canada. In addition to its distribution arrangements with automobile OEMs, it has multi-year distribution agreements with Rogers Communication to provide XM Canada content across the Rogers wireless, cable, and Internet platforms; Telus Mobility to provide XM Canada content across the TELUS' network; and Air Canada for programming of in-flight music channels.

XM radios are also available in Canada at national and regional consumer electronics retailers, such as Best Buy, Canadian Tire, Future Shop, Wal-Mart, and other national, regional, and independent retailers that sell consumer electronics in Canada. It has broadcasting agreement with the National Hockey League (NHL) and its NHL Home Ice channel.

## Competition

The company's major competitor includes Sirius Canada (Sirius Canada is a joint venture between CBC-Radio Canada, Standard Broadcasting, and Sirius).

## History

Canadian Satellite Radio Holdings Inc. was incorporated in 2002.

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.

The complete financial data is available for publicly traded companies.

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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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