

Central European Media Enterprises Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Central European Media Enterprises Ltd. 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 Central European Media Enterprises Ltd. and its competitors. This provides our Clients with a clear understanding of Central European Media Enterprises Ltd. position in the [Media](#) Industry.

The report contains detailed information about Central European Media Enterprises Ltd. 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 Central European Media Enterprises Ltd.. 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 Central European Media Enterprises Ltd. 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 Central European Media Enterprises Ltd. 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 Central European Media Enterprises Ltd. business.

About Central European Media Enterprises Ltd.

Central European Media Enterprises Ltd., a vertically integrated media company, engages in broadcasting, Internet, and TV content businesses in Central and Eastern European countries. The company has operations in Bulgaria, Croatia, the Czech Republic, Romania, Slovakia, and Ukraine.

BULGARIA

The company operates two channels in Bulgaria, PRO BG MEDIA EOOD (Pro.bg), a terrestrial channel, that broadcasts nationally and RING.BG, a cable sports channel.

Pro.bg's target audience is the 18-49 urban and RING.BG's target audience is 18-54 male. Pro.bg's programming strategy is to appeal to a range of audience through programming, including news, sitcoms, police series, soap operas and game shows. RING.BG broadcasts targets a male audience with sports programming, such as football matches and volleyball. The company indirectly owns an 80% voting and economic interest in each of Pro.bg, which holds the license for Pro.bg and Ring.bg,

which operates the RING.BG cable sports channel.

Advertising

The company sells commercial advertising time on the Pro.bg and RING.BG channels. Its Bulgarian channels serve various advertisers and cable operators.

Competition: The company's competitors include bTV, Nova TV, BNT, DIEMA +, DIEMA 2, FOX LIFE and TV7.

CROATIA

The company owns 100% of the voting and economic interests in Nova TV d.d. (Nova TV (Croatia)), the operating company for NOVA TV (Croatia). The company operates one national television channel in Croatia, NOVA TV (Croatia). NOVA TV (Croatia)'s target demographic is 18-49.

Programming: NOVA TV (Croatia) broadcasts approximately 23 hours per day. Its programming strategy is to appeal to a commercial audience through a range of programming. NOVA TV (Croatia)'s programming focus is locally produced news, sitcoms, magazine and other shows, together with acquired programming, including movies, series, sitcoms, soap operas, and sports.

NOVA TV (Croatia) has secured broadcast rights in Croatia for various American and European series, films and soap operas produced by major international studios, including Sony, Paramount Universal and Walt Disney Television International.

Advertising: NOVA TV (Croatia) serves various advertisers, including domestic and multinational companies, such as Croatian Telecom, Agrokor, Procter & Gamble, Vipnet, L'Oreal, Wrigley, and Reckitt Benckiser.

Competition: The company competes with RTL, HTV 1, and HTV 2.

CZECH REPUBLIC

The company operates one national television channel in the Czech Republic, TV NOVA (Czech Republic), and three cable/satellite channels, NOVA SPORT, NOVA CINEMA, and MTV CZECH. TV NOVA (Czech Republic)'s target demographic is 15-54.

NOVA SPORT: NOVA SPORT, has carriage agreements with the large cable distributors and with all direct-to-home (DTH) distributors in the Czech Republic and the Slovak Republic. NOVA SPORT reaches approximately 1.71 million subscribers out of the approximately 3.07 million households receiving cable in the combined markets.

MTV CZECH: The company launched MTV Czech in 2009, which is also broadcast in Slovakia, targeting the youth niche segment.

Programming: TV NOVA (Czech Republic)'s programming strategy is to appeal to a audience, especially during prime time, with news, movies, entertainment programs and sports highlights, and to target specific demographics in off-peak broadcasting hours.

TV NOVA (Czech Republic) has secured broadcast rights in the Czech Republic to various American and European series and films produced by major international studios, including DreamWorks/Paramount, Warner Brothers, Sony Pictures, NBC Universal, Twentieth Century Fox, MGM and independent programming providers, such as CBS Paramount, EEAP, Grand View Castle, and SPI. Foreign news reports and film footage licensed from CNN, Reuters, APTN, SNTV and ENEX are integrated into news and public affair programs on TV NOVA (Czech Republic).

NOVA SPORT broadcasts sports and sport-related programming in the Czech Republic and the Slovak Republic. NOVA SPORT has secured broadcast license rights to major sports programming in its markets, including the National Hockey League, the FA Pr

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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