

China Networks International Holdings, Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/C6C9696E8F6BEN.html>

Date: July 2024

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: C6C9696E8F6BEN

Abstracts

China Networks International Holdings, 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 China Networks International Holdings, Ltd. and its competitors. This provides our Clients with a clear understanding of China Networks International Holdings, Ltd. position in the [Media](#) Industry.

The report contains detailed information about China Networks International Holdings, 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 China Networks International Holdings, 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 China Networks International Holdings, 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 China Networks International Holdings, 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 China Networks International Holdings, Ltd. business.

About China Networks International Holdings, Ltd.

China Networks International Holdings Ltd. provides broadcast television (TV) advertising in the People's Republic of China.

The company manages regional businesses through a series of joint ventures and contractual arrangements to sell broadcast television advertising time slots. It also assists PRC TV Stations in selling advertising time slots and soft advertising opportunities to national advertisers, specifically by offering multi-region campaigns. The company also provides advisory services to the PRC TV Stations to help optimize the impact that their program scheduling and content has on their key advertising demographics.

Kunming

Kunming Television Station has 6 television channels covering 5 districts, 8 counties and 1 city, in Kunming, with a combined population of approximately 6.3 million. Kunming TV's six channels consists of General Channel, Living Channel, Entertainment

Channel, Economic Channel, Movies Channel and News Channel, collectively offering approximately 130 hours per day of programming, including drama, documentary, news and entertainment of which Kunming TV produces 7 programming hours per day in-house.

General Channel: The General Channel offers various regional affairs programming, such as local community news and discussion on hot topics. It also offers three prime-time drama series.

Living Channel: The Living Channel, with its focus on, among other things, fashion, lifestyle, traveling and cooking, targets an audience mainly consists of young viewers who enjoy the new and modern lifestyle. The Living Channel has various number of young viewers between 18 to 35 years old in the Kunming area.

Entertainment Channel: The Entertainment Channel broadcasts distinctive TV dramas, which appeal to audience. It broadcasts 13 classic drama series daily, which many married women who stay at home enjoy.

Economic Channel: The Economic Channel broadcasts a combination of discovery and science programs, money management programs, and movies and drama series during the day. In addition, this channel has created a home shopping forum.

Movies Channel: This channel is known for its self-produced local dialect drama series, My Theater. In addition, Dawn Theater, Action Theater, Your Family My Family, Overseas Theater and other programs appeal to all family members.

News Channel: The News Channel offers news programs which are linked together as a series.

Yellow River - Taiyuan City

Art and Entertainment Radio Station: The Arts and Entertainment Radio Station is a general entertainment radio station offering a range of programs, including news, music and comedy, and is the professional arts FM stereo radio in Shanxi province.

Customers

The company's customers include Kunming Fengyun Advertisement Ltd. and Yunnan Hua Nian Advertisement Ltd.

Competition

The company competes with SinoMedia Holding Limited, China Mass Media International Advertising Corporation, Walk-on Advertising Co. Ltd., Charm Communication Group, Yunnan TV station, and Shanxi TV station.

History

China Networks International Holdings Ltd. was founded in 2007.

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.

Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. CHINA NETWORKS INTERNATIONAL HOLDINGS, LTD. COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. CHINA NETWORKS INTERNATIONAL HOLDINGS, LTD. BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. CHINA NETWORKS INTERNATIONAL HOLDINGS, LTD. SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. CHINA NETWORKS INTERNATIONAL HOLDINGS, LTD. FINANCIAL ANALYSIS

- 4.1. Financial Statements
 - 4.1.1. Income Statement
 - 4.1.2. Balance Sheet
 - 4.1.3. Cash Flow
- 4.2. Financial Ratios
 - 4.2.1. Profitability
 - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. CHINA NETWORKS INTERNATIONAL HOLDINGS, LTD. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. China Networks International Holdings, Ltd. Direct Competitors
- 5.2. Comparison of China Networks International Holdings, Ltd. and Direct Competitors Financial Ratios
- 5.3. Comparison of China Networks International Holdings, Ltd. and Direct Competitors Stock Charts
- 5.4. China Networks International Holdings, Ltd. Industry Analysis
 - 5.4.1. Media Industry Snapshot
 - 5.4.2. China Networks International Holdings, Ltd. Industry Position Analysis

6. CHINA NETWORKS INTERNATIONAL HOLDINGS, LTD. NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. CHINA NETWORKS INTERNATIONAL HOLDINGS, LTD. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. CHINA NETWORKS INTERNATIONAL HOLDINGS, LTD. ENHANCED SWOT ANALYSIS²

9. CHINA PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors

- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

10. CHINA NETWORKS INTERNATIONAL HOLDINGS, LTD. IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. CHINA NETWORKS INTERNATIONAL HOLDINGS, LTD. PORTER FIVE FORCES ANALYSIS²

12. CHINA NETWORKS INTERNATIONAL HOLDINGS, LTD. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

China Networks International Holdings, Ltd. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit
Profit Margin Chart
Operating Margin Chart
Return on Equity (ROE) Chart
Return on Assets (ROA) Chart
Debt to Equity Chart
Current Ratio Chart
China Networks International Holdings, Ltd. 1-year Stock Charts
China Networks International Holdings, Ltd. 5-year Stock Charts
China Networks International Holdings, Ltd. vs. Main Indexes 1-year Stock Chart
China Networks International Holdings, Ltd. vs. Direct Competitors 1-year Stock Charts
China Networks International Holdings, Ltd. Article Density Chart

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.

List Of Tables

LIST OF TABLES

China Networks International Holdings, Ltd. Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
China Networks International Holdings, Ltd. Key Executives
China Networks International Holdings, Ltd. Major Shareholders
China Networks International Holdings, Ltd. History
China Networks International Holdings, Ltd. Products
Revenues by Segment
Revenues by Region
China Networks International Holdings, Ltd. Offices and Representations
China Networks International Holdings, Ltd. SWOT Analysis
Yearly Income Statement Including Trends
Income Statement Latest 4 Quarters Including Trends
Yearly Balance Sheet Including Trends
Balance Sheet Latest 4 Quarters Including Trends
Yearly Cash Flow Including Trends
Cash Flow Latest 4 Quarters Including Trends
China Networks International Holdings, Ltd. Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
China Networks International Holdings, Ltd. Capital Market Snapshot
China Networks International Holdings, Ltd. Direct Competitors Key Facts
Direct Competitors Profitability Ratios
Direct Competitors Margin Analysis Ratios
Direct Competitors Asset Turnover Ratios
Direct Competitors Credit Ratios
Direct Competitors Long-Term Solvency Ratios
Media Industry Statistics

China Networks International Holdings, Ltd. Industry Position
Company vs. Industry Income Statement Analysis
Company vs. Industry Balance Sheet Analysis
Company vs. Industry Cash Flow Analysis
Company vs. Industry Ratios Comparison
China Networks International Holdings, Ltd. Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

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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