

Discovery Communications, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Discovery Communications, 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 Discovery Communications, 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 Discovery Communications, 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 Discovery Communications, 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 Discovery Communications, Inc. business.

About Discovery Communications, Inc.

Discovery Communications, Inc., through its subsidiaries, operates as a media and entertainment company worldwide. The company provides original and purchased programming across various distribution platforms in the United States and approximately 170 other countries, with approximately 100 television networks offering customized programming in 38 languages.

The company also develops and sells consumer and educational products and services, as well as media sound services in the U.S. and internationally. In addition, it owns and operates a diversified portfolio of Web site properties and other digital services.

Segments

As of December 31, 2009, the company managed and reported its operations in three segments: U.S. Networks, consisting principally of domestic cable and satellite television network programming, Web brands, and other digital services; International Networks, consisting principally of international cable and satellite television network programming; and Commerce, Education, and Other, consisting principally of e-commerce, catalog, sound production, and domestic licensing businesses.

U.S. NETWORKS

The U.S. Networks segment delivers 11 cable and satellite television channels primarily in the U.S. The portfolio includes three channels that each reach approximately 95 million subscribers and five channels that each reach between 50 and 75 million subscribers.

The company's U.S. networks are wholly-owned except for Discovery Kids, which is operated through a 50-50 joint venture between the company and Hasbro, Inc. It owns and operates the Discovery Health Channel. The networks operated by the U.S. Networks segment consist of:

Discovery Channel: Discovery Channel reached approximately 100 million subscribers in the U.S. as of December 31, 2009. Discovery Channel is allocated to creating nonfiction content that informs and entertains viewers about the wonder and diversity of the world. The network offers a mix of genres, including science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places, and organizations that shape and share its world. Programming highlights on Discovery Channel include *Deadliest Catch*, *MythBusters*, *Dirty Jobs*, *Man Vs. Wild*, *Storm Chasers*, *Swamp Loggers*, *Pitchmen*, and *Colony*. Discovery Channel is also home to specials and mini-series, including the critically acclaimed *Planet Earth*, *When We Left Earth: The NASA Missions*, and *Discovering Ardi*. Target viewers are adults ages 25-54, particularly men. Discovery Channel is simulcast in high definition (HD).

TLC: TLC reached approximately 99 million subscribers in the U.S. as of December 31, 2009. TLC also reached approximately 8 million subscribers in Canada. TLC features docu-series and reality-based programming about the lives of real-life extraordinary characters. Programming highlights on TLC include *Cake Boss*, *Little Couple*, *What Not to Wear*, *Little People*, *Big World*, *Police Women of Broward County*, *Say Yes to the Dress*, *LA Ink*, and *18 Kids and Counting*. Target viewers are adults ages 18-49, particularly women. TLC is simulcast in HD.

Animal Planet: Animal Planet reached approximately 96 million subscribers in the U.S. as of December 31, 2009. Animal Planet provides a range of programming related to life in the animal kingdom with content that offers animal lovers and pet owners access to a centralized online, television, and mobile community for entertainment and information. Programming highlights on Animal Planet include *Whale Wars*, *River Monsters*, *I'm Alive*, *Monsters Inside Me*, *Pit Bulls*, and *Parolees and Dogs 101*. Target viewers are adults ages 25-54. Animal Planet is simulcast in HD.

Discovery Health: Discovery Health reached approximately 74 million subscribers in the U.S. as of December 31, 2009. Discovery Health provides information that helps viewers better understand health and wellness issues. From pregnancy and parenting to diet and disease prevention, Discovery Health delivers real-life stories.

Discovery Kids: Discovery Kids reached approximately 51 million subscribers in the U.S. as of December 31, 2009. Discovery Kids allows kids of vario

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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