

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

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## Abstracts

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

The report contains detailed information about Fisher 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 Fisher 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 Fisher 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 Fisher 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 Fisher Communications Inc. business.

### **About Fisher Communications Inc.**

Fisher Communications, Inc. operates as an integrated media company. The company conducts operations through two subsidiaries, Fisher Broadcasting Company (Fisher Broadcasting) and Fisher Media Services Company (Fisher Media Services).

Fisher Broadcasting Company owns and operates 13 full power television stations (including a 50%-owned television station), 7 low power television stations, and 10 owned and managed radio stations in the western United States. The company has network affiliations with ABC and CBS, and also operates FOX and Univision affiliates as part of duopolies in several of its markets. The company's television and radio stations are located in Washington, Oregon, California, Idaho and Montana.

The company owns ABC and Univision network affiliates in both Seattle and Portland. It also owns three radio stations in Seattle. Its television stations reach 4.1 million households.

#### Television segment

Television segment includes television operations as well as Internet business.

KOMO-TV and KUNS-TV, Seattle-Tacoma, Washington

KOMO-TV and KUNS-TV operate in the Seattle-Tacoma DMA. KOMO-TV produces 38 hours of live local news per week on its digital channels.

KATU (TV) and KUNP (TV), Portland and La Grande, Oregon

KATU (TV) and KUNP (TV) serve the Portland DMA. KATU (TV) broadcasts 37.5 hours of live local news weekly. The station produces and airs AM Northwest, one of the live Monday to Friday local talk/information programs.

KBCI-TV and KYUU-LP, Boise, Idaho

KBCI-TV and KYUU-LP serve the Boise, Idaho DMA. KBCI-TV and KYUU-LP broadcasts 30 hours per week of live local news programs.

KVAL-TV, KCBY-TV, KPIC (TV), Eugene, Coos Bay and Roseburg, Oregon

KVAL-TV, KCBY-TV, and KPIC (TV) (KVAL+) serve the Eugene DMA. KVAL-TV's broadcast studios are located in Eugene. KCBY-TV, in Coos Bay and KPIC (TV), in Roseburg, are KVAL-TV's satellite stations which are defined as full-power terrestrial broadcast stations authorized to retransmit all or part of the programming of a parent station that is ordinarily commonly owned. KVAL+ broadcasts 22 hours of live local news per week. KVAL+ has a news, public affairs programming, and information.

KBAK-TV and KBFX-CA, Bakersfield, California

KBAK-TV (CBS) and KBFX-CA (Fox) serve the Bakersfield, California DMA. KBAK-TV broadcasts 25 hours of live local news weekly, and KBFX-CA broadcasts 16 hours of news weekly. KBAK-TV produces Health Alert, a locally produced program on health issues, which airs on Sunday at 6:30 p.m.

KIMA-TV, KEPR-TV, KLEW-TV, KUNW-CA, KVVK-CA, KORX-CA, Yakima and Tri-Cities, Washington and Lewiston, Idaho

KIMA-TV serves the Yakima, Washington area while its satellite stations, KEPR-TV and KLEW-TV, serve the Pasco-Richland-Kennewick, Washington, and Lewiston, Idaho, respectively. KLEW-TV is the full power station licensed to Lewiston, Idaho, which is part of the Spokane, Washington DMA. KLEW-TV serves approximately 165,000 people

in approximately 65,000 television households. KIMA-TV and KEPR-TV each broadcast approximately 20 hours per week of scheduled live local news programs.

KUNW-CA, Yakima, KVVK-CA, Kennewick, and KORX-CA, Walla Walla (together, 'KUNW+') are the Univision affiliates in the Yakima, Washington DMA. KUNW+ produces a local newscast each weekday and also broadcasts interviews with members of the Hispanic community throughout the day.

KIDK (TV) and KXPI-LP, Idaho Falls-Pocatello, Idaho

KIDK (TV) and KXPI-LP serve the Idaho Falls-Pocatello market. KIDK (TV) broadcasts 19 hours per week of live local news programs. KXPI-LP provides 3.5 hours of live news programming per week along with 13.5 hours of rebroadcast newscasts from KIDK (TV).

Radio segment

Radio Markets and Stations

The company's Seattle radio stations broadcast to a six-county metropolitan population of approximately 3.4 million with news and entertainment radio services. KOMO (AM/FM) is Seattle's all news format station. KVI (AM) programs a talk radio format with a mix of local and national issue-oriented programming. KPLZ (FM) programs 'Hot Adult Contemporary' music.

Hyperlocal Websites

The company has launched approximately 100 hyperlocal websites, each focused on news, information and entertainment specific to an individual geographic neighborhood within the Seattle-Tacoma, Portland, Eugene, Bakersfield and Boise market areas. These sites provide local communities with added coverage of locally-focused news and stories. The company is also working with technology and sales provider, DataSphere Technologies, Inc., in its distributions of the hyperlocal solution to other broadcast companies.

Fisher Plaza segment

Through Fisher Media Services, the company owns and manages Fisher Plaza, a full-block, mixed-use facility located near downtown Seattle. Fisher Plaza also houses a

variety of technology and other media and communications companies, as well as office and retail tenants. Fisher Plaza is designed to support the production and distribution of media content through distribution channels, including broadcast, satellite, cable, Internet and broadband, as well as other wired and wireless communication systems. Fisher Plaza also houses companies with complementary needs for the infrastructure provided at the facility. Major non-Fisher data center occupants include Internet retail and services companies, media companies and telecommunication companies. Fisher also provides colocation facilities for its tenants.

### Significant Events

On August 17, 2010, Fisher Communications Inc. and Streambox Inc. announced a strategic partnership to develop solutions that would enable Fisher and other broadcasters to expand video contribution and Web streaming initiatives for all distribution platforms. Fisher Communications is also the first U.S. customer to deploy the new Streambox Avenir compact mobile encoder.

### History

Fisher Communications, Inc. was founded in 1910.

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?

## I would like to order

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