

Genius Products, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Genius Products, 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 Genius Products, Inc. and its competitors. This provides our Clients with a clear understanding of Genius Products, Inc. position in the Industry.

The report contains detailed information about Genius Products, 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 Genius Products, 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 Genius Products, 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 Genius Products, 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 Genius Products, Inc. business.

About Genius Products, Inc.

Genius Products, Inc. operates as an entertainment products distribution company that engages in acquiring, producing and licensing a library of motion pictures, television programming, and trend entertainment that is primarily sold on digital versatile disks (DVD) and digitally.

Through its 30%-owned subsidiary, Genius Products, LLC (the Distributor), the company produces and distributes a content library that encompasses approximately 3,550 feature films and documentaries and 4,000 hours of television programming. This library includes feature films and television programming from critically acclaimed producers such as The Weinstein Company, for which the Distributor has the exclusive U.S. home video distribution rights, and RHI Entertainment (Hallmark library). It also offers additional content, such as independent films, sports, family, and lifestyle productions, come from partnerships with established consumer brands.

The company primarily sells to major national retailers including Wal-Mart, Blockbuster Entertainment, Best Buy, Circuit City, Kmart, Target, Netflix, Costco, Sam's Club, Amazon, Barnes & Noble, Borders, Toys R Us and Columbia House. It co-produces programming with its branded content partners.

The company distributes its library on DVDs, next-generation DVDs, and electronically in a digital format. It plans to expand the distribution of its theatrical and non-theatrical products through the diverse and emerging digital distribution markets including: Video-on-Demand (VOD) and Electronic Sell-Through (EST) on the Internet to companies such as Amazon, Apple, MovieLink and Microsoft, Internet-based subscription VOD customers (such as NetFlix) and direct-to-television peer-to-peer network solutions. The Distributor distributes products to basic channels distributed on cable, Direct Broadcast Satellite (DBS) and Internet Protocol Television (IPTV), which delivers television programming to households via a broadband connection using Internet protocols. It is also exploring kiosk-based distribution with retailers.

Through the Distributor, the company provides Vendor Managed Inventory (VMI) services and contract with merchandisers to assist its retail partners in merchandising and managing their inventory. Through its VMI system, it manages store level placement and replenishment of shelves.

Retailers

The company distributes directly to a mixture of retailers, including mass retail stores, such as Wal-Mart, Target, Kmart, Costco and Sam's Club; electronics stores, such as Best Buy, Fry's and Circuit City; bookstores, such as Borders and Barnes & Noble; music retailers, such as Trans World Entertainment and Virgin; emerging retailers, such as Amazon.com, Netflix, iTunes, Microsoft and MovieLink; rental outlets, such as Blockbuster, Hollywood Video and Movie Gallery; and direct marketing companies, such as QVC and Columbia House. It also sells through select wholesale distribution companies, including Ingram; Alliance Entertainment Corp.; Video Products Distributors; and Baker & Taylor.

Content Partnerships

The company has partnerships for Theatrical/Independent Films with Independent Film Channel (IFC), RHI Entertainment (Hallmark library), Tartan, The Weinstein Company, and Wellspring; for Sports with ESPN and World Wrestling Entertainment (WWE); for Lifestyle with Animal Planet and The Learning Channel (TLC); and for Family/Faith with Classic Media, Discovery Kids, Entertainment Rights and Sesame Workshop.

Competition

The company's competitors include major studios such as Buena Vista (Disney), Fox,

Paramount, Sony, Warner Bros. and Universal Studios, as well as certain independent studios and suppliers such as Lionsgate, First Look and Image Entertainment.

The company's competitors include major studios such as Buena Vista (Disney), Fox (who distributes MGM and Lions Gate home entertainment products), Paramount, Sony, Warner Bros. and Universal Studios, as well as certain independent studios and suppliers, such as Image Entertainment.

History

Genius Products, Inc. was founded in 1996 under the name Salutations, Inc. and changed its name to Genius Products, Inc. in 1999.

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. GENIUS PRODUCTS, INC. 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. GENIUS PRODUCTS, INC. 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. GENIUS PRODUCTS, INC. SWOT ANALYSIS

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

4. GENIUS PRODUCTS, INC. 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. GENIUS PRODUCTS, INC. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Genius Products, Inc. Direct Competitors
- 5.2. Comparison of Genius Products, Inc. and Direct Competitors Financial Ratios
- 5.3. Comparison of Genius Products, Inc. and Direct Competitors Stock Charts
- 5.4. Genius Products, Inc. Industry Analysis
 - 5.4.1. Industry Snapshot
 - 5.4.2. Genius Products, Inc. Industry Position Analysis

6. GENIUS PRODUCTS, INC. NEWS & EVENTS

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

7. GENIUS PRODUCTS, INC. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. GENIUS PRODUCTS, INC. ENHANCED SWOT ANALYSIS²

9. UNITED STATES 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. GENIUS PRODUCTS, INC. IFE, EFE, IE MATRICES²

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

11. GENIUS PRODUCTS, INC. PORTER FIVE FORCES ANALYSIS²

12. GENIUS PRODUCTS, INC. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Genius Products, Inc. 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
Genius Products, Inc. 1-year Stock Charts
Genius Products, Inc. 5-year Stock Charts
Genius Products, Inc. vs. Main Indexes 1-year Stock Chart
Genius Products, Inc. vs. Direct Competitors 1-year Stock Charts
Genius Products, Inc. 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

Genius Products, Inc. Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
Genius Products, Inc. Key Executives
Genius Products, Inc. Major Shareholders
Genius Products, Inc. History
Genius Products, Inc. Products
Revenues by Segment
Revenues by Region
Genius Products, Inc. Offices and Representations
Genius Products, Inc. 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
Genius Products, Inc. Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
Genius Products, Inc. Capital Market Snapshot
Genius Products, Inc. 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
Industry Statistics

Genius Products, Inc. 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
Genius Products, Inc. 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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