

Hungarian Broadcasting Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/HB62C6119E0BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: HB62C6119E0BEN

Abstracts

Hungarian Broadcasting Corp. 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 Hungarian Broadcasting Corp. and its competitors. This provides our Clients with a clear understanding of Hungarian Broadcasting Corp. position in the Industry.

The report contains detailed information about Hungarian Broadcasting Corp. 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 Hungarian Broadcasting Corp.. 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 Hungarian Broadcasting Corp. 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 Hungarian Broadcasting Corp. 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 Hungarian Broadcasting Corp. business.

About Hungarian Broadcasting Corp.

Hungarian Broadcasting Corp (the Company or HBC) was formed in 1994 to acquire majority interests in companies owning broadcasting licenses and become the operator of the licensed broadcasting stations. Three Hungarian subsidiaries of the Company were organized under the Hungarian Law on Business Organizations as limited liability companies (Kft). The Company, in May 1995, purchased 80% of the ownership interest from the three owners of DNTV and, in June 1995, purchased 90% of the ownership interests from the two owners of VI-DOK.

Broadcasting Operations

The Company's over-the-air signal is broadcast on the AM Micro system, which transmits over microwave frequencies and is a low cost system for consumers. The receiving equipment is limited to a dish antenna (smaller than a comparable satellite receiver) and a converter.

At the present time, the MSAT's satellite transmissions are conducted by Antenna Hungaria uplink to the Amos 1 satellite in accordance with an eight-year agreement entered into in June 1997. Receiving cable companies reach about 1.35 million television households, or about 84% of all cable television households in Hungary.

Some of these cable companies make MSAT available on their premium service, so that MSAT's currently reach is about 1.15 million television households or about 85% of the cable subscribers from those cable companies that carry MSAT.

Programming

The Company's strategy in purchasing international programs for broadcasting in Hungary is to acquire programs that were successful on United States and United Kingdom prime time television. These programs are dubbed into Hungarian by the Company and include television series, serials and soap operas. Movies previously dubbed into Hungarian are also acquired. Popular international programs currently broadcast by the Company include *Beauty and the Beast*, *Pacific Blue*, *LA Law*, *Murder One*, *Pacific Drive*, *Homicide*, and *The Benny Hill Show*. The Company also produces or plans to produce variety shows, magazine format shows, talk shows and game shows. New management is planning to significantly improve the quality of programming for both MSAT and Sziv.

MSAT programming from 2:00 a.m. to 12:00 p.m consists principally of computerized music clips of Western and Hungarian recording artists. From 12:00 p.m. to 6:00 p.m., MSAT broadcasts programming of general interest plus a movie. From 6:00 p.m. to 2:00 a.m., the programming features acquired programming dubbed into Hungarian, locally produced shows and movies dubbed into Hungarian. Sziv broadcasts 19 hours per day. Its programming presently consists of general entertainment with an emphasis on movies during prime time.

The Company receives video music clips directly from recording companies such as Sony or EMI, or music-publishing companies without charge to the Company. If and when the Company broadcasts a composition, the Company pays a royalty on the use of the composition to the Hungarian Association of Record Producers (HARP). In the case of its own productions, the Company's staff selects the program and oversees the production. The Company acquires rights to international sitcoms and other series for a limited number of showings together with videotapes and scripts of the shows. The Company dubs the videotapes into the Hungarian language.

From time to time, MSAT and Sziv broadcast a special sporting or cultural event and replaces the regularly scheduled program with this event.

Competition

MSAT and Sziv compete with MTV1, a government owned and operated national television terrestrial stations, and with MTV2 and DUNA-TV, government owned and operated satellite-to-cable stations, for audience, for programming and for advertising. In addition, the Company's stations compete with two national terrestrial stations, TV2 and RTL Klub.

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. HUNGARIAN BROADCASTING CORP. 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. HUNGARIAN BROADCASTING CORP. 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. HUNGARIAN BROADCASTING CORP. SWOT ANALYSIS

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

4. HUNGARIAN BROADCASTING CORP. 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. HUNGARIAN BROADCASTING CORP. COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. Hungarian Broadcasting Corp. Direct Competitors
- 5.2. Comparison of Hungarian Broadcasting Corp. and Direct Competitors Financial Ratios
- 5.3. Comparison of Hungarian Broadcasting Corp. and Direct Competitors Stock Charts
- 5.4. Hungarian Broadcasting Corp. Industry Analysis
 - 5.4.1. Industry Snapshot
 - 5.4.2. Hungarian Broadcasting Corp. Industry Position Analysis

6. HUNGARIAN BROADCASTING CORP. NEWS & EVENTS

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

7. HUNGARIAN BROADCASTING CORP. EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. HUNGARIAN BROADCASTING CORP. 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. HUNGARIAN BROADCASTING CORP. IFE, EFE, IE MATRICES²

10.1. Internal Factor Evaluation Matrix

10.2. External Factor Evaluation Matrix

10.3. Internal External Matrix

11. HUNGARIAN BROADCASTING CORP. PORTER FIVE FORCES ANALYSIS²

12. HUNGARIAN BROADCASTING CORP. VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Hungarian Broadcasting Corp. 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

Hungarian Broadcasting Corp. 1-year Stock Charts

Hungarian Broadcasting Corp. 5-year Stock Charts

Hungarian Broadcasting Corp. vs. Main Indexes 1-year Stock Chart

Hungarian Broadcasting Corp. vs. Direct Competitors 1-year Stock Charts

Hungarian Broadcasting Corp. 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

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

Hungarian Broadcasting Corp. 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
Hungarian Broadcasting Corp. 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?

I would like to order

Product name: Hungarian Broadcasting Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

Product link: <https://marketpublishers.com/r/HB62C6119E0BEN.html>

Price: US\$ 499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HB62C6119E0BEN.html>