

Juniper Content Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

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

The report contains detailed information about Juniper Content 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 Juniper Content 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 Juniper Content 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 Juniper Content 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 Juniper Content Corp. business.

About Juniper Content Corp.

Juniper Content Corporation, a media and entertainment company, focuses on branded content services in markets operating in various distribution channels in the United States. The company owns and operates ¡Sorpresa!, the children's cable television network broadcasting in Spanish. It also provides satellite uplink services for network distribution and production facilities and services for program production.

The company's facilities include soundstages, video and audio recording equipment, video and audio edit suites and uplink capabilities, which enable the real time transmission of content to cable system receivers, direct broadcast satellite ('DBS') systems and over-the-air broadcasters that provide programming to viewers nationwide. The company uses its facilities for the production and distribution of ¡Sorpresa!. Programming and also offers its facilities and related services to third parties.

Sorpresa! Television Network and Digital Community

¡Sorpresa! is a children's cable television network broadcast in Spanish, offering culturally relevant programming for children ages 2 to 17. ¡Sorpresa!'s digital community reflects the aggregate of its activities to expand the network's reach beyond traditional cable, broadcast and DBS television to an audience that access ¡Sorpresa! content

through Internet, interactive, mobile and other broadband and digital platforms.

Television Distribution: As of December 31, 2008, ¡Sorpresa!'s programming was delivered as a stand-alone, twenty-four hour, seven day-a-week television programming network to approximately 1,124,882¡Sorpresa! subscribers in 22 U.S. Hispanic markets and in Puerto Rico.

¡Sorpresa! is distributed over cable television systems through its affiliation agreements with the multiple cable system operators ('MSOs'). The individual cable systems also determine how ¡Sorpresa! is packaged with other cable programming, in turn determining the number of subscribers to which it is made available. ¡Sorpresa! is either bundled with other program channels in tier services, which are available to tier subscribers who pay additional fees for tier programming, or may be offered as one of a cable system's basic program channels, which are included to all system subscribers who pay for basic cable service. In the U.S. markets, ¡Sorpresa! is offered in Hispanic tier packages. In Puerto Rican markets, ¡Sorpresa! is offered as part of basic cable service.

¡Sorpresa!'s primary mode of delivery to viewers is as a television programming channel via digital cable systems. Central to ¡Sorpresa!'s distribution as a cable service are its MSO agreements with the six MSOs in the United States: Time Warner Cable; Cox Communications; Comcast; The National Cable Television Cooperative; Cablevision; and Charter Communications. Under the MSO agreements, the company retains the right to sell all in-program advertising, while the local cable system is granted the right to sell and preempt a pre-determined amount of advertising inventory per hour.

Fiber Optics

In addition to carriage on cable systems, the company has secured carriage on various telephone-based systems that provide distribution similar to that which is offered by cable systems.¡Sorpresa! is carried by Verizon FiOS, the telephone fiberoptic service in the country, which is available in parts of New York, New Jersey and Texas.

Direct Broadcast Satellite (DBS)

DBS services provide television programming to approximately 28.4% of television households and Hispanic television households.

Digital Community

¡Sorpresa! produces versions of its program content that are suited for distribution over Internet, mobile and other digital platforms, and offers ¡Sorpresa! content over a number of them. The company has established SorpresaTV.com, where users can download and view selected ¡Sorpresa! short form programs, games, and receive information about the network and its partners in text and video formats in English and Spanish.

¡Sorpresa!'s digital community extends the network's reach to Internet, interactive, mobile and other digital and broadband distribution platforms. ¡Sorpresa! content is available through third party multi-platforms, including: MobiTV, the provider of Spanish language video services to Alltel Wireless, AT&T and Sprint; and Brightcove, the broadband video player to SorpresaTV.com.

Competition

The company's competitors include Univision and Telemundo and lesser extent, TV Azteca. ¡Sorpresa!

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.
The complete financial data is available for publicly traded companies.

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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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