

# Modern Times Group Mtg AB Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Modern Times Group Mtg AB 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 Modern Times Group Mtg AB and its competitors. This provides our Clients with a clear understanding of Modern Times Group Mtg AB position in the [Media](#) Industry.

The report contains detailed information about Modern Times Group Mtg AB 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 Modern Times Group Mtg AB. 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 Modern Times Group Mtg AB 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 Modern Times Group Mtg AB 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 Modern Times Group Mtg AB business.

## **About Modern Times Group Mtg AB**

Modern Times Group MTG AB operates as an entertainment broadcasting company worldwide. The company's Viasat Broadcasting is the free-TV and satellite premium pay-TV operator in Scandinavia and the Baltics, and also operates free-TV channels in the Czech Republic, Hungary, Slovenia, Bulgaria, Macedonia and Ghana; pay-TV channels throughout Central & Eastern Europe and in the United States; and a satellite pay-TV platform in Ukraine. MTG's TV assets are broadcast in a total of 29 countries and reach approximately 100 million people. The company is also the shareholder in Russia's independent television broadcaster – CTC Media.

MTG Radio owns the commercial radio broadcasting networks in Sweden and Norway and has an equity stake in the commercial radio broadcasting network in Finland, as well as radio stations and networks in the Baltic countries. MTG Radio's stations reach approximately three million listeners every day.

The company's Online business area includes the Nordic entertainment retailer CDON.COM, Gymgrossisten.com, Bodystore.com, Nelly.se, Linus-Lotta.com, BookPlus.fi, Bet24.com and Playahead.se. The Modern Studios business area comprises companies that produce and license a range of content, including TV production company Strix Television.

## Viasat Broadcasting

Viasat Broadcasting comprises all of the company's TV broadcasting assets – the Viasat DTH satellite platform, with approximately one million subscribers in eight countries, in the Nordic and Baltic regions and in Ukraine; Viasat's 28 free-TV channels in Scandinavia, the Baltics, Hungary, Russia, the Czech Republic, Slovenia, Bulgaria, Macedonia and Ghana; Viasat's 28 own-branded pay-TV channels, which are distributed on the Viasat platform and third party networks in 27 Nordic, Baltic and Central and Eastern European countries as well in the United States; and Viasat's 39.4% equity participation in Russia's independently owned, publicly listed TV broadcaster – CTC Media with its three free-TV networks.

## Free-TV Scandinavia

The company's Scandinavian free-TV operations broadcast a range of entertainment programming. Viasat's nine free-TV channels are broadcast alongside its pay-TV channels on the Viasat satellite platform, via third party cable, broadband and mobile networks, as well as in the digital terrestrial networks in Sweden and Norway.

## Pay-TV Nordic

Viasat Broadcasting's pay-TV operations in the Nordic region comprise the Viasat DTH satellite broadcasting platform and 21 own pay-TV channels.

## Free-TV Emerging Markets

Free-TV Emerging Markets comprises the 20 free-TV channels in the Baltics, Hungary, the Czech Republic, Slovenia, Bulgaria, Macedonia and Ghana. Viasat in the Baltics comprises TV3, TV6 and 3+ in Estonia and Latvia and TV3 and TV6 in Lithuania.

The company's free-TV operations in Bulgaria comprise the Diema, Diema2, Diema Family and MM, and Nova Televizia. Viasat's other Emerging Markets free-TV operations comprise Viasat3 and TV6 in Hungary, TV3 Slovenia and Viasat1 in Ghana in West Africa, which was launched in December 2008.

## Associated company CTC Media

The company owns 39.4% of Russia's independent television broadcaster CTC Media.

CTC Media comprises the three Russian networks CTC, Domashny and DTV.

### Significant Events

The company acquired 100% of the shares in Bulgarian Nova Televizia in October 2008. The company launched a national terrestrial TV channel in Ghana in West Africa in December 2008. The new channel, Viasat1, has a five year national terrestrial TV license and is Viasat Broadcasting's commercial free-TV entertainment channel outside Europe.

In December 2009, Modern Times Group Mtg AB has entered into a strategic cooperation with the Sanoma Oyj to launch a localised premium sports channel in Finland. Nelonen Sport Pro would feature content from both Viasat and Sanoma-owned Nelonen Media, including the Finnish SM Liiga, NHL and KHL international ice hockey league; football from UEFA Champions League, English FA Cup and the French Ligue 1; Moto GP, ATP Master Series tennis; as well as Euroleague basketball and coverage of major international golf tournaments.

### History

Modern Times Group MTG AB was founded in 1994.

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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