

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

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## Abstracts

NeuMedia, 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 NeuMedia, Inc. and its competitors. This provides our Clients with a clear understanding of NeuMedia, Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about NeuMedia, 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 NeuMedia, 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 NeuMedia, 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 NeuMedia, 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 NeuMedia, Inc. business.

### **About NeuMedia, Inc.**

NeuMedia, Inc. engages in the publishing and distribution of entertainment content primarily focused on video and games for third generation (3G) mobile networks.

The company publishes its content in approximately 40 countries with distribution representing approximately 1 billion subscribers. It has developed an intellectual property portfolio to its 18 to 40 year old target demographic (18 to 40) that includes worldwide or territory mobile rights to content from film, television, and lifestyle media companies.

The company has built a proprietary mobile publishing platform that includes tools that automate handset portability for the distribution of images and video; a mobile games development suite that automates the porting of mobile games and applications to approximately 1,500 handsets; and a content standards and ratings system globally adopted by wireless carriers to assist with the responsible deployment of age-verified programming and services.

The company maintains distribution agreements with mobile network operators throughout the North American, European, Latin America, and the Asia-Pacific regions that include Verizon, Virgin Mobile, T-Mobile, Telefonica, America Movil, Hutchinson

3G, O2, and Orange. It maintains a worldwide distribution agreement with Vodafone. Through this relationship, in certain markets it serves as Vodafone's supplier and aggregator of late night content, a portion of which is age-verified. The company has similar agreements with other operators in selected territories for both Late Night and Play for Prizes mobile games categories.

In addition to its content publishing business through mobile operators, the company operates a suite of direct to consumer services, including text and video chat and Web2mobile marketing services of video, images, and games that are promoted through on-line, print, and TV advertising. In addition to mobile video clips, games, WAP sites, and other entertainment applications, the company is focusing its development and licensing activities on complementary applications, such as in game advertising, TV-SMS campaigns, play-for-prizes, and multi-player games.

## Operations

### Publishing

Renux is company's carrier class content management and publishing platform developed internally for the deployment and marketing of mobile content and applications. The system supports approximately 350 WAP sites, approximately 66 mobile TV channels, and 250 games in 18 languages. The Renux content management system stores image and video content formatted for 1.5G to approximately 3G devices, and incorporates a metadata format that categorizes the content for handset recognition, programming, marketing, and reporting. The company maintains content hosting facilities in Los Angeles, Washington, D.C. and Frankfurt that support the distribution of content to mobile network operators globally.

### RapidPort

RapidPort is company's software suite that enables the development and porting of mobile games and applications to approximately 1,500 different handsets from manufacturers, including Nokia, Motorola, Samsung, and Sony Ericsson. It has created an automated handset abstraction tool. The RapidPort development platform supports various wireless device formats, including J2ME, BREW, DoJa, and Symbian, and provides localization in approximately 18 languages.

### Nitro-CDP

Nitro-CDP is an internally developed content download and delivery platform for mobile network operators, portals, and content publishers. The Nitro-CDP platform allows for real-time content upload, editing, rating, and deployment, and merchandising. The platform enables mobile network operators to manage various mobile download transactions across multiple channels and categories. Nitro-CDP also provides cross-promotional tools, including purchase history-based up-sales and advertising, an individual My Downloads area for each consumer and peer-to-peer recommendations.

### CMX Wrapper

The CMX Wrapper technology, developed internally by the company, enables mobile operators to integrate additional and complimentary functionality into existing mobile games and applications without the need to alter the original code or involve the original developer.

### Play-for-Prizes - Competition Goes Mobile

The company Games for-prizes network, deployed by mobile operators across the U.S., such as AT&T Wireless and Verizon, offers various genres of games in which players compete in daily and weekly skill-based multiplayer tournaments to win prizes.

### WAAT Media Wireless Content Standards Rating Matrix

The company has developed a proprietary content standards matrix known as the WAAT Media Wireless Content Standards Ratings Matrix (the Ratings Matrix). The Ratings Matrix has been filed with the Library of Congress's Copyright Office. It is the globally-accepted content ratings system for age-verified mobile programming that encompasses language, violence, and explicitness. The system is licensed on a royalty-free basis by the world's mobile carriers and content providers and is the basis for the United Kingdom's Code of Practice. The Ratings Matrix supports 33 ratings levels and incorporates a suite of content validation tools that takes into account country-by-country carrier programming requirements and local broadcast standards.

### Competition

The company's competitors include Arvato, Minick, Jamba, Buongiorno, Mobile Streams, Glu Mobile, ZED Group, and Gameloft.

### Dispositions

In June 2010, the company sold all of the operating subsidiaries of AMV Holding Limited, a mobile media and marketing company delivered games and lifestyle content directly to consumers in the United Kingdom, Australia, South Africa, and various other European countries.

## History

The company was founded in 2003. It was formerly known as Mandalay Media, Inc. and changed its name to NeuMedia, Inc. in May 2010.

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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