

New Frontier Media Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

New Frontier Media 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 New Frontier Media Inc. and its competitors. This provides our Clients with a clear understanding of New Frontier Media Inc. position in the [Media](#) Industry.

The report contains detailed information about New Frontier Media 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 New Frontier Media 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 New Frontier Media 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 New Frontier Media 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 New Frontier Media Inc. business.

About New Frontier Media Inc.

New Frontier Media, Inc. engages in the transactional television and the distribution of general motion picture entertainment. The company's customers include cable and satellite operators, premium movie channel providers, and major Hollywood studios. It distributes content worldwide.

Segments

The company's three principal businesses are Transactional TV; Film Production; and Direct-to-Consumer.

Transactional TV Segment

The Transactional TV segment distributes adult content to cable and satellite operators who then distribute the content to retail customers via pay-per-view (PPV) and video-on-demand (VOD) technology. VOD distribution primarily occurs through cable multiple system operators (MSOs) and telephone company operators that also provides television services. It also distributes adult entertainment programming through nine 24/7 PPV channels. The company's PPV programming is offered on channels that are available to viewers through the same electronic program guides that display basic

cable channels. This segment distributes content to various television providers in the United States, including providers of direct broadcast satellite (DBS) services and operators of cable television systems.

The Transactional TV segment delivers its PPV video programming to cable and satellite operators via satellite from its Digital Broadcast Center (DBC) in Boulder, Colorado. The segment maintains a satellite transponder lease agreement for 1 full-time digital transponder with a bandwidth of approximately 36 MHz on the Galaxy 23 satellite and approximately 9 MHz on the NSS 806 satellite. The signal of the satellites that the company uses cover the continental U.S., Alaska, Hawaii, Latin America, and portions of the Caribbean Islands and Canada. The Transactional TV segment delivers its VOD service to cable MSOs via transport providers, such as TVN Entertainment Corporation. In addition, its Transactional TV segment has agreements with iN DEMAND L.L.C., and Global Digital Media Xchange to deliver VOD content to other cable MSOs.

Competition: The company's primary competitors in this segment include Playboy Enterprises, Inc. and Hustler TV.

Film Production Segment

The Film Production segment distributes mainstream content to cable and satellite operators, premium movie channel providers, and other international content distributors.

The Film Production segment has two principal businesses: the production and distribution of original motion pictures, such as erotic thrillers, horror movies, and erotic, event styled content (owned content); and the distribution of third party films where the company acts as a sales agent for the product (repped content). This segment also periodically provides contract film production services to Hollywood studios (producer-for-hire arrangements).

The Film Production segment produces and distributes its owned content for three primary customer groups. The first customer group consists of cable MSO and DBS service providers. The company's owned content that is distributed through PPV appears on unbranded linear channels with in the mainstream or adult PPV movie location of the platform's electronic programming guide. Content that is distributed through VOD appears with in menu categories, such as 'uncensored'. The second customer group for its owned content distribution consists of premium movie service providers, such as Cinemax and Showtime. The premium movie service providers

license and distribute the content as part of their late-night programming and with in their subscription VOD product. Third customer group consists of various international distributors, including international premium movie service providers. These international distributors typically re-distribute the content to end-users.

The Film Production segment has established relationships with independent mainstream film producers. The company acts as a sales agent for the film producers and licenses both domestic and international rights to their movies under Lightning Entertainment Group. The company also licenses titles under its Mainline Releasing Group.

Competition: The company competes primarily with a privately-owned company and other branded content, such as Girls Gone Wild and Jerry Springer Uncensored.

Direct-to-Consumer Segment

The Direct-to-Consumer segment distributes adult content to consumer Web sites. Content for the Web sites is primarily obtained through licensing agreements executed by its Transactional TV segment for broadcast rights. This segment also launched a test initiative related to the development of a set-top box. Through the set-top box, consumers could access content through the Internet and view the content on their television.

Customer

The company's major customers include Comcast Corporation (Comcast), DIRECTV Group (DirecTV), DISH Network (DISH), and Time Warner Cable Inc. (Time Warner).

Dispositions

In 2010, the company discontinued the operations of the IPTV business model.

Significant Events

On August 04, 2010, New Frontier Media Inc. executed five years license agreement to rebrand and distribute three new international linear pay-per-view (PPV) channels. The satellite footprint for the channels covers Europe, the Middle East and areas of northern Africa. The new channels would primarily target cable, IPTV, digital terrestrial, and satellite platforms in Europe.

History

New Frontier Media, Inc. was founded in 1988.

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?

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