

Platinum Studios, Inc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/PB9273B377EBEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: PB9273B377EBEN

Abstracts

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

The report contains detailed information about Platinum Studios, 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 Platinum Studios, 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 Platinum Studios, 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 Platinum Studios, 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 Platinum Studios, Inc business.

About Platinum Studios, Inc

Platinum Studios, Inc. operates as a comics-based entertainment company. The company owns the rights to a library of approximately 5,600 comic book characters, which it adapts and produces for film, television, and other media in the United States and internationally.

In addition to approximately 1,000 characters developed in-house, the company acquired the rights to the characters and storylines of Italian-based, SBE Publishing's Horror/Sci-Fi Universe and French-based, Hexagon Comics, as well as U.S.-based Top Cow.

Print Publishing

Every project the company publishes is designed for adaptation to other media, including film and television. It licenses its characters and stories for domestic and/or international comics publishing. It also produces its own publications under the Platinum Studios Comics label. Platinum Studios Comics (an imprint of the company) has published approximately 50 comic books and graphic novels for distribution through traditional domestic channels and is developing international channels for worldwide print distribution. It has agreements with other publishers and original copyright holders

whereby its agreement provides for these parties to continue publishing comic books, generating new characters and stories which are added to its library of material. It has such arrangement with the Bonelli Publishing library from Italy, which produces comic books in printed form. Major characters from the Bonelli library include Nathan Never, Legs Weaver, and Dylan Dog.

Digital Publishing

The company commercializes its intellectual property through viable media outlets and channels, including the online content space. As of December 31, 2009, the company's Drunk Duck (www.drunkduck.com), an online web comic community posted their printed works online approximately 12,000 strips and stories; and the monthly page views are approximately 10,000,000.

The company has an online e-commerce store to sell merchandise, comic books, and other products (store.platinumstudios.com), an online comics site to highlight the printed comics and graphic novels (www.platinumstudioscomics.com), a mobile storefront for distribution of digital content (www.platinumstudiosmobile.com), a Web-comics site to host the digital distribution of its printed comic material and as a resource for independent comics creators to post material (www.drunkduck.com) and it has developed multiple destination sites for individual comic properties. This digital publishing group has also created digital images that consumers can download to their mobile phones and personal computers for wallpapers and screensavers.

Casual Games

The company's Drunk Duck portal includes a casual gaming section, with a range of games featuring characters and story lines from its library.

Filmed Entertainment: Feature Films

The company is pursuing a multi-pronged approach to create feature films, licensing characters and stories to third-party producers and/or affiliated major studios for production; and secure outside financing to produce its own individual films or slates of films.

Sony Animation Development Deal: In 2009, the company announced a development deal with Sony Animation to produce a hybrid feature film (containing both animated and live-action elements), based on Platinum-owned characters.

Filmed Entertainment: Television

In television, the company licenses its characters and stories to third-party producers for sale to broadcast and cable television networks; and secure third-party financing to produce its own specials and series.

Indestructible Man (Fox21): In 2009, Fox21 optioned the company's original property for development into a cable series.

Dispositions

In 2009, the company consummated a sale of 100% of, its interest in Wowio, LLC to an affiliate of Brian Altounian.

History

Platinum Studios, Inc. was founded in 1996.

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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