

# Scripps Networks Interactive, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

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

The report contains detailed information about Scripps Networks Interactive, 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 Scripps Networks Interactive, 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 Scripps Networks Interactive, 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 Scripps Networks Interactive, 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 Scripps Networks Interactive, Inc. business.

### **About Scripps Networks Interactive, Inc.**

Scripps Networks Interactive, Inc. operates as a lifestyle content and interactive services company with television and interactive brands. The company's businesses engage audiences and serve advertisers by delivering entertaining and useful content that focuses on specifically defined topics of interest.

#### Segments

The company manages its operations through two segments, Lifestyle Media and Interactive Services.

#### LIFESTYLE MEDIA SEGMENT

The Lifestyle Media business segment includes six national television networks and its portfolio of related interactive lifestyle brands. The segment engages in the sale of advertising time on national television networks and interactive media platforms, and affiliate services to cable television operations, direct-to-home satellite services and other network programming. The Lifestyle Media segment also engages in the licensing of its content to third parties, primarily in international markets, and the licensing of its brands for consumer products, such as videos, books, kitchenware, and tools. Lifestyle

Media operates three channels, HGTV-HD, Food Network-HD, and Travel Channel-HD.

The company has launched Food Network on B-Sky-B in the United Kingdom, reaching 10 million households. The Food Network's distribution in the U.K., other European markets, the Middle East and Africa is supported by a joint venture the company entered into and controls with Liberty Global Inc.'s Chello Zone.

The company's lifestyle-oriented interactive businesses are focused on the internal development and acquisition of interactive media brands. The lifestyle-oriented interactive businesses consist of multiple Web sites, including its six network-branded Web sites, FoodNetwork.com, HGTV.com, TravelChannel.com, DIYNetwork.com, FineLiving.com, and GACTV.com. In addition to serving as the home Web sites for the segment's television programming networks, the Web sites provide informational and instructional content on specific topics within their lifestyle content categories. The lifestyle Web sites also consist of other digital services, including HGTVPro.com, which appeals to construction professionals and do-it-yourself enthusiasts; RecipeZaar.com, a recipe-sharing social networking Web site; and FrontDoor.com a local real estate search and consumer information site that features millions of home listings and various videos.

**Home and Garden Television (HGTV):** HGTV engages in home television programming. HGTV reaches approximately 99 million domestic households via cable and direct satellite television services. HGTV television programming and Internet content commands an audience interested specifically in home and shelter-related topics. HGTV is television's network to such topics as decorating, interior design, home remodeling, landscape design, and real estate.

**FOOD NETWORK:** Food Network is a cable and satellite television network. The network engages viewers with likable hosts and personalities who explore interesting and different ways to approach food and food-related topics. Food Network is available in 99 million U.S. television households and its programming can be seen internationally in 150 countries and territories. The company owns approximately 69% of the Food Network and is the managing partner. The Tribune Company has a non-controlling interest of approximately 31% in Food Network. Food Network programming and Internet content attracts audiences interested in food-related topics. Food Network is television's network allocated to such topics as food preparation, dining out, entertaining, food manufacturing, nutrition, and healthy eating.

**TRAVEL CHANNEL:** Travel Channel is a travel multi-media brand, offering television,

video, Internet, and mobile entertainment and information to travel enthusiasts.

DIY NETWORK (DIY): DIY is a television network and Web site allocated to presenting entertaining and informational programming and content across a range of do-it-yourself categories, including home building; home improvement; automotive restoration and repair; crafts; gardening; landscaping, hobbies, and woodworking. The network is available in approximately 53 million t

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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