

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

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## Abstracts

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

The report contains detailed information about Virgin 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 Virgin 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 Virgin 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 Virgin 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 Virgin Media, Inc. business.

### **About Virgin Media, Inc.**

Virgin Media, Inc. provides entertainment and communications services in the United Kingdom. The company offers 'quad-play' broadband Internet, television, mobile telephony, and fixed line telephony services. As of December 31, 2009, the company provided service to approximately 4.8 million residential cable customers on its network.

In addition, the company provides a portfolio of voice, data, and Internet solutions to businesses, public sector organizations and service providers in the U.K. through Virgin Media Business. It also provides a range of programming through Virgin Media Television (Virgin Media TV), which operates its wholly owned channels, such as Virgin1, Living and Bravo; and through UKTV, its joint ventures with BBC Worldwide.

### **Segments**

The company operates through three segments, including Cable, Mobile, and Content.

### **CONSUMER SEGMENT**

The Consumer segment includes the distribution of television programming over its cable network and the provision of broadband and fixed line telephone services to

residential consumers, both on and off its cable network. The Consumer segment also includes its mobile telephony and mobile broadband operations, provided through Virgin Mobile.

### Cable Products and Services

The company provides cable broadband Internet, television, and fixed line telephone services under the Virgin Media brand to residential customers in the U.K. Its cable services are distributed via its wholly owned, local access cable network. The company's cable network covers parts of major metropolitan areas in England, Wales, Scotland, and northern Ireland. The company offers its customers a choice of various packages and tariffs within each of its cable product categories.

### Broadband Internet

The company delivers high-speed broadband Internet services to customers on its cable network. As of December 31, 2009, the company provided cable broadband services to approximately 3.8 million subscribers. Its broadband Internet offering focuses on three tiers of high-speed broadband service at download speeds of up to 10 Mb, 20 Mb, and 50 Mb, respectively. The company operates a Web portal, virginmedia.com, which offers a range of content, such as music, games, movies and television programming, including near-live clips of English football highlights. In December 2009, the company introduced an online gaming channel to its Web portal and in January 2010, it launched a music channel, offering streaming video content. The company's customers are also able to access their email accounts and customer care information through its Web site. It also uses the Web site to cross-promote its product portfolio.

### Television

The company offers a range of television services to customers on its cable network. As of December 31, 2009, the company provided cable television services to approximately 3.7 million residential subscribers, of which approximately 3.6 million received its digital television (DTV) service and approximately 87,000 received its analog television (ATV) service.

The company's DTV service includes access to approximately 160 linear television channels, advanced interactive features, and a range of premium subscription-based and pay-per-view services. It offers a free-to-air digital television service (Free TV) to

certain customers on its cable platform. The company's Free TV service provides access to approximately 45 linear channels and radio services, such as Virgin1, Five US, Five, E4, and Yesterday. In addition to its linear television services, which allow its customers to view television programming at a scheduled time, its DTV and Free TV customers also have access to certain digital interactive services, including video-on-demand (VOD) service in the U.K. It also provides ATV services to customers in limited geographic areas.

The company's cable network enables it to deliver a range of digital interactive services, including games, news, entertainment, and information services, from an on-screen menu. It also offers interactive 'red button' applications from the BBC and other commercial broadcasters. 'Red button' functionality in the U.K. permits television viewers

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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## 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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