

Westwood One Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Westwood One 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 Westwood One Inc. and its competitors. This provides our Clients with a clear understanding of Westwood One Inc. position in the **Media Industry**.

- The report contains detailed information about Westwood One 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 Westwood One 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 Westwood One 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 Westwood One 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 Westwood One Inc. business.

About Westwood One Inc.

Westwood One, Inc. provides programming information services and other content to radio and television stations. The company is a domestic outsourced provider of traffic reporting services. It produces and distributes national news, sports, music, talk and entertainment programs, features and live events, in addition to local news, sports, weather, video news and other information programming. It delivers content to approximately 5,000 radio and 170 television stations in the U.S. The company sells 10 second, 15 second, 30 second and 60 second commercial airtime to advertisers.

Segments

The company operates through two segments: Metro/Traffic and Network.

Metro/Traffic Division

Metro Traffic business produces and distributes traffic and other local information reports (such as news, sports and weather) to approximately 2,200 radio and 170 television stations, which include stations in approximately 80 markets in the U.S. The company's Metro Traffic business engages in the sale of commercial advertising inventory to advertisers.

Network Division

Network business nationally syndicates proprietary and licensed content to radio stations, enabling them to meet their programming needs. The programming includes national news and sports content, such as CBS Radio News, CNN Radio News and NBC Radio News and major sporting events, including the National Football League (including the Super Bowl), NCAA football and basketball games (including the Men's College Basketball Tournament known as March Madness), and the 2010 Winter Olympic Games. The company's Network business features shows that it produces with personalities, including Dennis Miller, Charles Osgood, Fred Thompson, and Billy Bush. It also features special events, such as live concert broadcasts, countdown shows (including MTV and Country Music Television branded programs), music, and interview programs. The company's Network business primarily engages in the sale of 30 and 60 second commercial airtime.

Competition

The company competes with Clear Channel Communications; CBS Radio; and Citadel Broadcasting Corporation.

History

Westwood One, Inc. was founded in 1974.

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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