

## CBS Corporation (CBS) - Financial and Strategic SWOT Analysis Review

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CBS Corporation (CBS) - Financial and Strategic SWOT Analysis Review provides you an in-depth strategic SWOT analysis of the company's businesses and operations. The profile has been compiled by GlobalData to bring to you a clear and an unbiased view of the company's key strengths and weaknesses and the potential opportunities and threats. The profile helps you formulate strategies that augment your business by enabling you to understand your partners, customers and competitors better.

The profile contains critical company information including:

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – Analyst's summarization of the company's business strategy.
- SWOT Analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.
- Company history – Progression of key events associated with the company.
- Major products and services – A list of major products, services and brands of the company.
- Key competitors – A list of key competitors to the company.
- Key employees – A list of the key executives of the company.
- Executive biographies – A brief summary of the executives' employment history.
- Key operational heads – A list of personnel heading key departments/functions.
- Important locations and subsidiaries – A list and contact details of key locations and subsidiaries of the company.
- Detailed financial ratios for the past five years – The latest financial ratios derived from the annual financial statements published by the company with 5 years history.
- Interim ratios for the last five interim periods – The latest financial ratios derived from the quarterly/semi-annual financial statements published by the company for 5 interims history.

### Highlights

CBS Corporation (CBS), a subsidiary of National Amusements, Inc., is a mass media company. The company engages in providing services such as broadcast television, cable television, television production and syndication, local television, radio, advertising, publishing, interactive media, music, licensing and merchandising, video and DVD, motion pictures and sustainable media. Key media productions of the company include news and public affairs broadcast, 60 Minutes; entertainment shows Gossip Girl and America's Next Top Model; theatrical feature films Extraordinary Measures, and interactive video gaming website GameSpot. The company operates across the US and in key international markets in North America, South America, Europe, Asia and Australia. CBS is headquartered in New York, the US.

### CBS Corporation Key Recent Developments

Dec 11,2017: CBS announces job cuts

Aug 07,2017: CBS Q2 net earnings decrease

Aug 03,2017: CBS taps Facebook executive for digital Ad push

Jul 28,2017: CBS adds Redstone's Lawyer to board of directors

May 30,2017: CBS Corporation announces new leadership team for its Entertainment division

Key benefits of buying this profile include:

You get detailed information about the company and its operations to identify potential customers and suppliers.

- The profile analyzes the company's business structure, operations, major products and services, prospects, locations and subsidiaries, key executives and their biographies and key competitors.

Understand and respond to your competitors' business structure and strategies, and capitalize on their weaknesses. Stay up to date on the major developments affecting the company.

- The company's core strengths and weaknesses and areas of development or decline are analyzed and presented in the profile objectively. Recent developments in the company covered in the profile help you track important events.

Equip yourself with information that enables you to sharpen your strategies and transform your operations profitably.

- Opportunities that the company can explore and exploit are sized up and its growth potential assessed in the profile. Competitive and/or technological threats are highlighted.

Scout for potential investments and acquisition targets, with detailed insight into the companies' strategic, financial and operational performance.

- Financial ratio presented for major public companies in the profile include the revenue trends, profitability, growth, margins and returns, liquidity and leverage, financial position and efficiency ratios.

Gain key insights into the company for academic or business research.

- Key elements such as SWOT analysis, corporate strategy and financial ratios and charts are incorporated in the profile to assist your academic or business research needs.

**Note:** Some sections may be missing if data is unavailable for the company

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- May 30, 2017: CBS Corporation announces new leadership team for its Entertainment division
- May 30, 2017: Glenn Geller to step down as president of CBS Entertainment
- May 04, 2017: CBS reports net loss for Q1
- Apr 26, 2017: CBS names new SVP of co-productions and development, CBS Studios International
- Feb 15, 2017: CBS reports net loss for Q4
- Nov 03, 2016: CBS Q3 net earnings increase
- Jun 14, 2016: Susan Lundgren named Senior Vice President, Communications, for CBS Interactive
- Jun 14, 2016: Susan lundgren named senior vice president, communications, for CBS interactive
- Jun 13, 2016: Jim Lanzone named chief digital officer of CBS

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## **COMPANIES MENTIONED**

Warner Bros. Entertainment Inc.  
Viacom Inc.  
Twenty-First Century Fox Inc.  
Time Warner Inc  
The Walt Disney Co  
Radio One, Inc.  
Penguin Random House LLC  
Penguin Group (USA) Inc.  
NBC Universal Television Studio  
Lions Gate Entertainment Corp.  
Lamar Advertising Company  
Home Box Office Inc  
Entertainment One Ltd.  
Emmis Communications Corporation  
Danish Broadcasting Corporation  
AOL Inc.

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