

# Media - North American Industry Leaders: Top 15 Company Financials Chartbooks

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Date: August 2017

Pages: 33

Price: US\$ 150.00 (Single User License)

ID: M7547EB7047EN

## Abstracts

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### SUMMARY

In recent years technological innovation has revolutionized almost all markets and industries. This combined with growing political uncertainty, slumps in consumer demand and shifting growth rates in developing economies has thrust many industries and markets into a brave new world.

### KEY HIGHLIGHTS

The North American media market has performed moderately in recent years, due primarily to economic and political uncertainty and a reduction in advertising expenditure.

In the future, market growth is expected to stagnate.

Alphabet leads the North American market, generating approximately \$90bn in revenues in 2016.

### SCOPE

Details market value and revenue growth rates, both historically and forecast.

Identifies the largest and most important companies in the market.

Compares the growth, in revenue and net profits, of each company over time.

Reviews how successfully each company utilizes its employees.

Considers share prices and their relative fluctuation over time.

Provides a breakdown of each company's performance, reviewing revenue, profit, share prices and the most recent quarterly performance.

## **REASONS TO BUY**

What is the value of the market?

How has the value of the market changed historically?

How is the market forecast to perform in the future?

What are the leading companies in the market?

How does the performance of the leading companies compare?

How have their revenues and profits changed over time?

How does the share price growth of the leading companies compare?

How volatile are the share prices of the leading companies?

How has each leading company performed on a quarterly basis?

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Comcast  
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Facebook  
Viacom  
CBS Corporation  
News Corp  
iHeart Media  
discovery Communications  
Yahoo  
Time Warner  
Microsoft  
JCDecaux  
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