

---

# S&P TEST

SWOT & PESTLE.com

---

## COGECO INC. SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Cogeco Inc.

**Company Sector :** Telecommunications

**Operating Geography :** Canada, North America

**About the Company :** Cogeco Inc. is a diversified holding company, operating primarily in communication and media sectors. The Canadian company is headquartered at Montreal, Quebec with approximately 3800 employees at its helm as of June 2021. It was founded in 1957 by Henri Audet. The company has two major parts which operate under the names of Cogeco Communications Inc. and Cogeco Media. Cogeco Communications Inc. is further divided into two units namely Cogeco Connexion and Atlantic Broadband. Cogeco provides its customers a wide selection of telecommunication products and services which include cable, radio, television broadcasting, telephone and Internet services in Canada and USA. Cogeco Connexion is the company's unit operating in Canada. It is the second largest cable operator in Ontario and Québec with regards to the number of its cable service customers. Atlantic Broadband, the company's US unit provides similar service in 11 states of the country. It is headquartered at Quincy, Massachusetts. Together these units own 2,982,402 primary service units in Canadian and American Broadband Services. They serve about a 1000 communities in both the countries. Cogeco Media has ownership of 23 radio stations and a news agency namely, Cogeco News. The subsidiary is in charge of their operations as well. Cogeco Communications , received a prestigious inclusion in The Sustainability Yearbook 2022, presented by S&P Global for its excellence in implementing best ESG business practices. It featured, for a third consecutive year among the world's 100 most sustainable corporations according to Corporate Knights in 2022. Cogeco's vision is to become an organization that provides its stakeholders the best and most sustainable value from its operations. Its mission is to bring communities together via means of great communication and entertainment experiences. Cogeco's Unique Selling Proposition or USP lies in its commitment to address the digital divide between large urban centres and regional areas by expanding its reach through network investments.

**Revenue :**

CAD 2,384 million - FY ending 31st August 2020 (y-o-y growth 2.2%)

CAD 2,332 million - FY ending 31st August 2019

**SWOT Analysis :**

The SWOT Analysis for Cogeco Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strategic acquisitions helped in expansion across geographies</li> <li>2.Only broadband company with significant presence in both USA and Canada</li> <li>3.Continuous investment in infrastructure</li> <li>4.Consistent high profit operations among peers</li> </ul>	<ul style="list-style-type: none"> <li>1.System troubles impacting service reputation</li> <li>2.Marketing capabilities are easily surpassed by competitors</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.New venture of IPTV to cater to modern TV subscribers</li> <li>2.Increased use of broadband services during pandemic</li> <li>3.Hybrid Mobile Network Operator model can increase reach</li> </ul>	<ul style="list-style-type: none"> <li>1.Tendency to opt for streaming services over traditional broadcast</li> <li>2.High vertical integration between service providers and content creation studios</li> <li>3.Possible discontinuation of popular services due to appeal against wholesale code</li> <li>4.Continuous reduction in landline telephony</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Cogeco Inc. is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Canadian government focused on improved connectivity in rural areas 2.USA to build a future proof affordable internet connectivity</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Seasonality in economic activity affects the subscriptions</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Steep increase in internet usage for entertainment 2.Increased usage of phone calls</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1. 5G will change consumption pattern 2.Advancements in fibre optic technology will boost industrial infrastructure</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.CRTC's costing decision leads to uncertainty in margins 2.FCC's recategorization of broadband as information service increases regulations</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.CEEVA implementation by industry to reduce carbon emissions</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Cogeco Inc.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2025 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)