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## MÉTROPOLE TÉLÉVISION SA (GROUPE M6) SWOT & PESTLE ANALYSIS

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**Company Name :** Métropole Télévision SA (Groupe M6)

**Company Sector :** Media, Communications

**Operating Geography :** France, Europe, Global

**About the Company :**

Métropole Télévision SA (Groupe M6) is a media holding company based in France that owns several TV networks, journals, publications, and film production companies. It grew out of the commercial television channel M6, which was founded by CLT (RTL Télévision) and La Lyonnaise des Eaux in March 1987. It operates in three sectors: M Six Channel, which includes M6, a TV channel that broadcasts a variety of programmes such as news, sports, documentaries, dramas, soap operas, and films; TV Rights, which is involved in audiovisual support, acquisition activities, management, and distribution of film rights to disseminate to a wider audience, theatrical distribution, and video sales, among other things; and Digital TV, which provides TV broadcasting via the Internet. Through iGraal, it also offers Internet cashback and discount vouchers. Studio 89 Productions, Oxygem, M6 Publicite, Metropole Production, and Fidelite Films SAS, among others, are among the company's subsidiaries. France accounts for the majority of the company's revenue. The company launched its second edition of the First Readings Coup de Pouce Gulli Prize on February 22, 2022.

Métropole Télévision's USP lies in it being France's largest television corporation, with the M6 broadcast network at its core. Considering diversity is a top priority for the Group, both in terms of audiovisual content and the audience it serves.

**Revenue :**

1,390.4 million - FY ended 31 December 2021 (9.2% growth y-o-y)

1,273.6 million - FY ended 31 December 2020

## SWOT Analysis :

The SWOT Analysis for Métropole Télévision SA (Groupe M6) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Powerful and consistent TV channel portfolio of 4 FTA and 13 thematic TV channels</li> <li>2. The company has a diverse portfolio with strong, differentiating brands</li> <li>3. Strong increase in advertising revenue and cost control</li> <li>4. Leading-edge positioning on digital and strong differentiating brands</li> </ul>	<ul style="list-style-type: none"> <li>1. Fall in consolidated and advertising revenue due to COVID</li> <li>2. The M6 group discontinued certain operations in 2020</li> <li>3. The company is involved in several legal disputes</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Addressable TV market expected to represent Euro 100 to Euro 200M in three years in France</li> <li>2. New partnerships with digital players</li> <li>3. The company should focus on targeted advertising</li> </ul>	<ul style="list-style-type: none"> <li>1. Rising competition from SVOD channels</li> <li>2. Disbalance in competition conditions between international and French players</li> <li>3. Threat of piracy and infringement of intellectual property</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Métropole Télévision SA (Groupe M6) is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.French government COVID restrictions closed down all cinemas and crowd activities in France</p> <p>2.French president and the citizens convention divided on climate issues</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Advertisement and TV industry is highly sensitive to economic situations and consumer spending</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.The average TV consumption time for TV is higher than SVOD</p> <p>2.75% of French people listen to the radio everyday</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1. Improvement in broadcast technology in TV industry</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.TV broadcasting and radio companies require legal broadcasting licenses</p> <p>2.Companies have certain time-related broadcasting obligations</p> <p>3.Mandatory compliances to laws governing audio-visual advertising and communication</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Companies reducing carbon emissions from business operations</p> <p>2.Changes in provisions under French Citizens' Convention for Climate in 2020</p>

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