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LIBERTY GLOBAL SWOT & PESTLE ANALYSIS

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Company Name : Liberty Global

Company Sector : Telecom and Mass Media

Operating Geography : North America, United States, Global

About the Company : It is an American International telecommunications and Television Company formed in 2005 by the merger of international arm of Liberty Media and UGC. It is headquartered in Denver, USA. It has 47,000 employees.

Revenue :US \$20 Billion (FY 2016)

SWOT Analysis :

The SWOT Analysis for Liberty Global is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Commitment towards improving customer experience 2.Largest player in Europe 3.Healthy financial statement with high growth rate 4.Strong operating performance in Europe 5.Great improvement in video performance 	<ul style="list-style-type: none"> 1.Limited Presence in few countries of Europe and Latin America 2.Less telephony addition (less RGU) in most of the European countries
Opportunities	Threats
<ul style="list-style-type: none"> 1.Business acquisition \u2013 to become market leader in America 2.Expand their reach to other developing countries with less competition 3.Focus on future \u2013 4G mobile communication 	<ul style="list-style-type: none"> 1.Intense Competition 2.Government Rules and Policies 3.Impact of Trump administration policies 4.Disturbances in weather conditions or natural calamities

PESTLE Analysis :

The PESTLE Analysis for Liberty Global is given below:

<p style="text-align: center;">Political</p> <p>1.Volatile political climate and economic uncertainty may impact broadcasting business</p>	<p style="text-align: center;">Economical</p> <p>1.Price conscious customers in a faltering UK economy</p>
<p style="text-align: center;">Social</p> <p>1.Expected trend for skinny bundles 2.Growing demand of video advertisements</p>	<p style="text-align: center;">Technological</p> <p>1.Strategic acquisitions to enhance technology capabilities</p>
<p style="text-align: center;">Legal</p> <p>1.Data regulations favouring internet giants</p>	<p style="text-align: center;">Environmental</p> <p>1.Environmentally sustainable operations and facilities 2.Responsible supply chain initiatives</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Liberty Global** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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Client Support:
support@swotandpestle.com