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## TIME WARNER INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Time Warner Inc.

**Company Sector :** Mass Media

**Operating Geography :** United States, North America, Global

**About the Company :** Time Warner Inc., renamed in 1990, is an American multinational mass media conglomerate headquartered in New York. The organization operates in almost every field of mass media – movie production, cable television, publishing, music, theme parks etc. The company has three major divisions – Turner, Home Box Office (HBO) and Warner Bros. As of March 2017, AT&T has acquired the company pending approval from regulatory authorities. The company has 25,000 employees.

**Revenue :\$** 29.318 Billion for fiscal year 2016

**SWOT Analysis :**

The SWOT Analysis for Time Warner Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Growing Profit Margins and EPS</li> <li>2.Diversified Revenue Sources</li> <li>3.Powerful Brand Portfolio</li> <li>4.Loyal Consumer Base</li> </ul>	<ul style="list-style-type: none"> <li>1.Higher reliance on an unreliable revenue source</li> <li>2.Cross brand cannibalism</li> <li>3.Dependence on a dying industry (DVD\Blu Ray)</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increasing demand for OTT services</li> <li>2.Acquisition AT&amp;T to reach new audiences</li> <li>3.Increasing popularity of American content on a global scale</li> </ul>	<ul style="list-style-type: none"> <li>1.Competition from low-cost substitutes</li> <li>2.Piracy of content</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Time Warner Inc. is given below:

<b>Political</b>	<b>Economical</b>
1. Debate over net neutrality 2. Different regulatory policies across markets	1. High investment Industry 2. State of demand for services in emerging markets 3. Deterioration of certain revenue streams
<b>Social</b>	<b>Technological</b>
1. Nature of content across markets 2. Cultural inclinations of target audiences to be kept in mind 3. Impact of western culture on emerging markets	1. Staying in sync with innovations 2. Letting go of older trends
<b>Legal</b>	<b>Environmental</b>
1. Merger with AT&T is still pending approval	1. Impact of filming at open air locations 2. Environmental activism by media companies

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