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

PESTLE Analysis :

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

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Debate over net neutrality 2. Different regulatory policies across markets 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. High investment Industry 2. State of demand for services in emerging markets 3. Deterioration of certain revenue streams
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 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 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Staying in sync with innovations 2. Letting go of older trends
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Merger with AT&T is still pending approval 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Impact of filming at open air locations 2. Environmental activism by media companies

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