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LIBERTY MEDIA CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Liberty Media Corporation

Company Sector : Media and Entertainment

Operating Geography : North America

About the Company : Liberty Media Corporation is an American mass media company which owns interest in a broad range of media, communications & entertainment businesses. Those businesses are attributed to three tracking stock groups: the Liberty SiriusXM Group (satellite radio operator), the Braves Group (owner of Atlanta Braves Major League Baseball Club, stadium) and the Formula One Group (global motorsports business). The company was founded in 1991 & is currently headquartered in Englewood, Colorado, USA as of 2017.

Revenue :\$5276 million– FY ending 2016

SWOT Analysis :

The SWOT Analysis for Liberty Media Corporation is given below:

Strengths	Weaknesses
1.Strong Financials 2.Strong strategic acquisitions\deals 3.Diversified Business portfolio 4.Highly favoured stock in stock market	1.Loss in Base Ball Club subsidiary 2.Over dependence on subscriber revenue
Opportunities	Threats
1.Tapping new opportunities with Formula One takeover 2.Growth in markets other than US	1.Threat from competitors with similar business model 2.Threat towards the success of Formula One

PESTLE Analysis :

The PESTLE Analysis for Liberty Media Corporation is given below:

Political	Economical
1.Privatization of Public Broadcasting on cards	1.Trade protectionist policies of Trump administration
Social	Technological
1.Expected trend for skinny bundles 2.Formula One- the fastest growing motor sport on social media	1.Future of broadcast radio 2.Leveraging through use of Digital
Legal	Environmental
1.Expected change in media ownership rules	1.Liberty's effort towards environment

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