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DISCOVERY SWOT & PESTLE ANALYSIS

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Company Name : Discovery

Company Sector : Media and Entertainment

Operating Geography : United States, Global

About the Company : Discovery Inc. (Discovery Communications) is an American mass-media company, headquartered in Silver Spring, Maryland, USA. It was founded by John Hendricks in June, 1985 when the channel debuted to 156000 subscribers across the US. Discovery has multiple distribution platforms, including Pay-TV, FTA and broadcast television, authenticated applications, digital distribution arrangements and content licensing agreements. It is a global leader in real life entertainment industry, serving an audience of enthusiastic fans around the world. It delivers around 8000 hours of programming every year. It is available in 220 countries and territories and 40 languages.

Revenue :

US \$6.873 billion – FY ending Dec 31st, 2017 (y-o-y growth of 5.78%)

US \$6.497 billion – FY ending Dec 31st, 2016

SWOT Analysis :

The SWOT Analysis for Discovery is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leader in real-life entertainment segment with global brands 2. Broad global distribution platform 3. Acquisition of Scripps helped create a leading media company 4. Leading media company in women's demo 	<ul style="list-style-type: none"> 1. Original and acquired programming
Opportunities	Threats
<ul style="list-style-type: none"> 1. Penetration in Educational media market 2. Online presence and over-the-top platforms (OTT) deals 	<ul style="list-style-type: none"> 1. Strong competitors' presence like YouTube, National Geographic 2. No regular supply of innovative products 3. Increasing threat from regulations

PESTLE Analysis :

The PESTLE Analysis for Discovery is given below:

Political	Economical
1.Brexit effect on media and entertainment business	1.Impact of global economic conditions 2.Lower segment margin of International markets 3.Mergers and acquisitions to help leverage economies of scale
Social	Technological
1.Content preferences influenced by cultural dynamics 2.Use of social media to engage viewers	1.Cloud computing transforming media and entertainment industry 2.Growth of digital, on-demand platforms 3.Preparing for the mass 5G wireless adoption
Legal	Environmental
1.Domestic and foreign laws and regulations 2.Evolving data protection regulations globally	1.Partnership with UN Environment

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