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# S&P TEST

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## NEWS CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** News Corporation

**Company Sector :** Media and Entertainment

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

**About the Company :** News Corporation is an American entertainment company, founded in 1980 by Rupert Murdoch. It is a global diversified media and information services firm who is focused on not only creating authoritative and engaging content to consumers, but distributing the same to the businesses throughout the world and in the process generating revenue. Further, the company offers news and information services and is involved in various work domains such as cable network programming, pay-tv distribution, digital education and digital real estate. It caters to the requirement of many major brands such as FOX SPORTS Australia, The Sun, Dow Jones, The Times etc. It delivers its services across various distribution platforms such as traditional print, websites, television and applications for mobile devices. News Corp has approximately 28,000 employees as of June 2018.

**Revenue :**

US\$9,024 million – FY ended June 30, 2018 (10.87% increase year-on-year)

US\$8,139 million – FY ended June 30, 2017

**SWOT Analysis :**

The SWOT Analysis for News Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong global brand recognition</li> <li>2.Diversified business segments across markets</li> <li>3.Continuous focus on innovation</li> <li>4.Among world's largest media giants</li> <li>5.Consistent financial performance</li> </ul>	<ul style="list-style-type: none"> <li>1.Under performance of Australian business</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Ever increasing market growth of media industry</li> <li>2.Multiyear sports rights agreements</li> <li>3.Accelerated technological innovations</li> <li>4.Customer migration towards new media segments</li> </ul>	<ul style="list-style-type: none"> <li>1.Competition in the media and entertainment segment</li> <li>2.Different regulatory laws globally</li> <li>3.Loss of potential revenues from piracy</li> <li>4.Downfall of Publishing Industry</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for News Corporation is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Change in taxation policies</li> <li>2.Political stability impacting business growth</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Economic situation of media sector</li> <li>2.Slowdown in global economy</li> <li>3.Level of unemployment</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Varying demographics across markets</li> <li>2.Cultural and Social conventions</li> <li>3.Personalisation of media experiences</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Impact of technology on the costs</li> <li>2.5G network and its potential</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Regulations related to data privacy and security</li> <li>2.Anti-siphoning legislations in Australia</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Climate concerns and waste generated</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

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