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E.W. SCRIPPS SWOT & PESTLE ANALYSIS

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Company Name : E.W. Scripps

Company Sector : Media and Entertainment

Operating Geography : United States, North America

About the Company :

E.W. Scripps Company is an American broadcasting company founded in 1878 as a chain of daily newspapers by Edward Willis “E.W.” Scripps. The company is headquartered inside the Scripps Center in Cincinnati, Ohio. The Company advances understanding of the world through journalism. Scripps empowers the future generation of news consumers with its multiplatform news network Newsy and outreach growing audiences through broadcast networks including Bounce and Court TV. This American broadcasting company claims a large corner of the digital audio market, with Stitcher and the audience measurement and technology leader Triton. As of 2020, Scripps operates 60 television stations in 42 markets. Scripps journalists are delivered towards advancing understanding of the world around us. The E.W. Scripps Company launched a national public awareness campaign in 2020 on the importance of news literacy and the role of the free press in American democracy. The Washington Post for “The El Paso- Dayton Shooting” won The 2019 Scripps Howard Awards.

E.W. Scripps Company’s mission statement reads, “We do well by doing good – creating value for customers, employees and owners by informing, engaging and empowering those we serve. Its vision statement is, “To create a better-informed well.” E.W. Scripps Company engages in delivering news and information today and in the future. Scripps remains committed to the audience and communities it serves, staying true to its motto since 1993: “Give light and the people will find their own way.”

Revenue :

\$ 1,424 million - FY ending 30th September 2019 (y-o-y growth 2.97%)

\$ 1,208 million - FY ending 30th September 2018

SWOT Analysis :

The SWOT Analysis for E.W. Scripps is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.One of the largest local broadcasters in the United States 2.Diversified geographic base - local stations in large markets. 3.Diversified revenue providing local and national media services. 4.Market-leader in digital audio audience measurement through Triton 5.Robust balance sheet with sig free cashflow generation 	<ul style="list-style-type: none"> 1.Substantial debt obligations to impact cash flows 2.Negative shareholder returns for several years. 3.Dependency on affiliation and carriage agreements.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Mergers and acquisitions of small media houses. 2.Developing cutting-edge digital audio infrastructure technology. 3.Presence in markets with strong political advertising spending potential. 4.Data analysis service for political campaigns \u2013 MarketPredict 5.Greater focus on reporting crucial local issues 	<ul style="list-style-type: none"> 1.Covid-19 pandemic to impact advertising revenues 2.Advent of online video streaming channels resulting in the decline of MVPD services

PESTLE Analysis :

The PESTLE Analysis for E.W. Scripps is given below:

Political	Economical
1.Boosting of political advertising during elections. 2.Anti-media rhetoric by politicians	1.Economic uncertainty due to Covid-19
Social	Technological
1.Consumers preference shifting toward internet from television industry 2.Popularity of TV media among Americans 3.Strong increase in viewership of local TV for authentic news	1.Developing industry with digital audio technology 2.Innovative products such as the next-generation news network Newsy and APIs like Word Club
Legal	Environmental
1.FCC's extensive regulation of broadcasting restricting operational activities	1.Spreading awareness and campaigns about environmental protection through media 2.Proactively involved in lightening the Company's environmental impact

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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