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FOX CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Fox Corporation

Company Sector : Mass Media

Operating Geography : United States, North America, Global

About the Company : Fox Corporation, popularly known as Fox, is an American media company. It is headquartered in Manhattan, New York City. It was founded in 2019 by the acquisition of 21st Century Fox by the Walt Disney Company. Fox Corp. provides compelling news, sports and entertainment content. The assets that were not acquired by Disney were spun off from 21st Century Fox as the new Fox Corp. Fox Corporation, is owned by Murdoch Family via family trust with 39% interest. Fox Corp. also owns and runs about 30 TV stations in the US including in the country's prime three markets — Los Angeles, Chicago, and New York as of fiscal 2020. Rupert Murdoch is co-executive chairman, while his son Lachlan Murdoch is chairman and CEO. The company primarily deals in the television broadcast, news and sports broadcasting industries. The company employed around 7,700 full time employees as of Jun 30, 2019.

Fox Corporation's USP or unique selling proposition lies in being a leader in news, sports and entertainment programming, achieving strong revenue growth and profitability. This American mass media company produces and distributes content through the world's leading brands like FOX News, FOX Sports, FOX Network and the FOX Television Stations. FOX News Channel finished 2018 as the most-watched basic cable network for the third consecutive year.

Revenue :

\$11,389 million – FY ended June 30, 2019

\$10,153 million – FY ended June 30, 2018

SWOT Analysis :

The SWOT Analysis for Fox Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Premium brands deeply associated with viewers 2.Significant presence in domestic markets. 3.Leader across significant programming platforms 4.Attractive financial profile and strong balance sheet 5.Recognized with highest rating in 2020 corporate quality index. 	<ul style="list-style-type: none"> 1.Collective bargaining agreement for the services of trade employees
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expand online distribution offerings and increase complementary sources of revenue 2.Smart(er) Personalization increase consumer engagement and loyalty 3.Building trust and transparency key to long term growth 	<ul style="list-style-type: none"> 1.Increasing competition across business environment 2.Change in advertising expenditures by other advertisers 3.Pandemic impacting consumer spending, which in turn impacts companies advertising budgets

PESTLE Analysis :

The PESTLE Analysis for Fox Corporation is given below:

Political	Economical
1.Political impact of Fox News being challenged over time	1.Worsening global economic conditions would affect the company's business
Social	Technological
1.Interest towards sports leagues and teams. 2.Fluctuations in public interest in media industry	1.Launch video apps for smart TVs 2.Evolving digital technology used in entertainment industry
Legal	Environmental
1.Compliance with laws related to consumer information 2.Fluctuations in tax obligations	1.Involvement in the betting industry may bar it from ESG funds

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