Broadcast

IN-DEPTH ANALYSIS AND QUANTITATIVE DATA.
EXCLUSIVE, EASY TO ACCESS, ONLINE.
Tune in to the intelligence you need to analyze the broadcasting sector, from station valuations and cash flow projections to evolving revenue streams and advancing technologies coverage.

**HOW ARE INITIATIVES LIKE ONLINE, MULTICASTING, MOBILE AND HD IMPACTING TV AND RADIO STATION REVENUE STREAMS? HOW HIGH CAN RETRANSMISSION REVENUES CLIMB? WHAT’S AHEAD FOR DEAL FLOW? HOW ABOUT STATION VALUATIONS AND OPERATIONAL FORECASTS? WHAT ARE THE PROJECTIONS FOR TV AND RADIO STATION REVENUES BY MARKET?**

SNL Kagan is the authoritative source for everything you need to know about the trends in broadcast values, economics and new technologies. We integrate breaking news, expert analysis, comprehensive data and insightful forecasts into an online platform that’s easy to access anywhere, anytime.

**Proprietary information, compiled from the inside.**

The same experts responsible for SNL Kagan data and analysis are also trusted by broadcast industry dealmakers for custom valuations, deal appraisals and business plans. In fact, most of the major industry deals over the past few decades have been based on SNL Kagan’s individual station valuations. Nearly every station involved in those deals is now part of our database.

The annual SNL Kagan Radio/TV Values & Finance Summit exemplifies the important role our company plays in the industry. For more than 25 years, it has been the go-to event providing an objective look at the broadcast sector’s financial prospects.

SNL Kagan’s insider knowledge and perspective is what makes our proprietary data unique and essential. We provide detailed operational information and exclusive insight that simply isn’t available from any other source.

**Broadcast Investor: Deals & Finance:**
market-moving coverage of a fast-moving industry.

SNL Kagan is your single resource for qualitative and quantitative information on the broadcast industry. Our dedicated news team and industry experts provide you with the complete analysis you need.

Commentary and statistics on the latest deals keep you up to date. Plus, you get quarterly and YTD broadcast deal market information. See charts and analysis of radio and TV station deal activity by city and format, with valuation benchmarks and deal price.

This online research feature also brings you analysis of key trends, such as retransmission revenue potential and carriage battle implications. We also provide reports on specific segments like mobile TV and updates on the revenue impact of new technologies like 3D and HD. Text links allow you to drill down. Every article links to related companies, sources and related SNL Kagan articles.
SNL Kagan offers the best information and gives you the tools to use it, faster and easier than you thought possible. Track specific benchmarks and deals with a click of your mouse. SNLxl, our powerful Excel® Add-In, lets you build custom reports and spreadsheets that update automatically.

Use our DataWizard to select from available fields within Broadcast M&A, like “Station Transaction Detail.” Click on menu items to select, sort and display data within your custom reports and tables. Updates are instant, straight from our database.

SNLxl: customize your own reports.

SNL Kagan offers the best information and gives you the tools to use it, faster and easier than you thought possible. Track specific benchmarks and deals with a click of your mouse. SNLxl, our powerful Excel® Add-In, lets you build custom reports and spreadsheets that update automatically.

Use our DataWizard to select from available fields within Broadcast M&A, like “Station Transaction Detail.” Click on menu items to select, sort and display data within your custom reports and tables. Updates are instant, straight from our database.

Track a deal down to the details, station-by-station.

Get the deal information you need – quickly. Access a company’s M&A history, both sales/divestitures and acquisitions, with transaction values. Click on your deal of interest and get a deal overview. Drill down to “Asset Detail” and zero in on valuations and cash flow benchmarks for each station sold.

Instant operating profiles and revenue breakouts.

See a snapshot profile of a company summarizing its financial performance, with convenient links to articles, news and commentary. Focus on broadcast-specific metrics with our special “Operating Profile - Radio & TV Broadcasting” feature. Click on “Detailed Revenue Breakout” to view the source of a company’s revenue: radio or TV “pure play” or diversified revenue streams.

In-depth retransmission revenue coverage.

Retransmission revenues have forever reshaped the broadcast model. Trust SNL Kagan to keep you informed about fee negotiations with cable, DBS and telco TV operators, TV station revenue projections and the related downstream implications of each.

Not just breaking news. Breaking analysis.

SNL Kagan subscribers receive breaking news updates several times each day, organized by topic, with text links to company profiles, analytical reports and other relevant information. SNL Kagan’s expert analysts contextualize the news, relating it to industrywide trends, economics and other critical industry drivers. Turn to Broadcast Investor, our sector-focused online feature, for updates throughout the month.

TV and radio station databases.

Whether you’re looking for TV station data and analysis on HD and digital multicast channel listings, including mobile DTV stations and channels, or a detailed ownership listing of more than 8,000 AM/FM and HD radio stations for all 300 Arbitron-rated markets, our station databases have what you need to analyze an industry.
Subscribe to receive one sector, get them all.
Every SNL Kagan subscriber has access to data on all the Media and Communications sectors. Whether you’re an owner benchmarking yourself against competitors, an investment banker evaluating a merger, a strategic adviser or an equity analyst developing an investment strategy, you will benefit from access to our integrated suite of news, analysis, proprietary studies and financial data on all these sectors:

- Broadcast
- U.S. Multichannel
- TV Networks
- Internet Media
- Film & TV Entertainment
- Wireless & Wireline
- Global Multichannel

Broadcast-related datasets
Station-by-station ownership and operational data
M&A data, including station-level valuations and cash flow projections
10-year industry projections, including retransmission and advertising revenue
Webcasting database analysis
Online revenue coverage
SEC financials, credit ratings and market data
In-depth industry trend and issue analysis
5-year revenue projections by market
Historical public trading values
O&O station groups’ geographic overlap with MSOs