A single source for essential business intelligence on media & communications.

Broadcast
TV Networks
Wireless and Wireline
Multichannel Operations
Global Multichannel
Filmed Entertainment and TV Programming
Forget the old rules and definitions. You can’t just follow one Media & Communications sector anymore because its boundaries are blurring and converging. Telcos are delivering entertainment. Cable MSOs are providing data and voice services. TV and radio stations are using new technologies like HD, online, multicasting and mobile to develop new revenue streams. Movies play on multiple platforms, from theaters to home DVD to PC to wireless. SNL Kagan is the only unified source that connects the dots in real time, across all the sectors, with linked data and analysis.

Quadruple plays. Content partnerships. New players in the digital land-grab. How do you keep up?

U.S. and international telcos, cable operators and DBS companies are battling for subscriber share with triple plays of voice, data and video services; and quadruple plays that include wireless. The pace of change overtakes your ability to measure its impact on revenue streams, advanced services deployment and valuation.

SNL Kagan’s Unlimited information service gives you both the panoramic view and the detail—from analytical reports on the significance of a studio’s content deal with a leading online player, to tabular data identifying operational metrics and revenue streams of individual telcos, multichannel operators and networks.

Deal flow is fast and furious in some sectors, but flattening out in others. Ownership of everything from wireless licenses to broadcast stations is a moving target. Traditional media companies are buying Web properties. Google and its competitors are bidding on spectrum licenses. The web of relationships can be hard to untangle, but SNL Kagan gives you the inside story in just a few mouse clicks.
A full view of the past, present and future.
SNL Kagan’s projections are the “go-to” reference in vital media sectors ranging from U.S. and Global Multichannel to Networks, Broadcasting, Wireless, Filmed Entertainment and TV Programming. Compare forecasts, tabular historical data and current results for companies and sectors. Our proprietary Kagan Profitability Index gives monthly projections for every movie, by distribution, theatrical & DVD revenues minus costs.

How do trends, events and deals translate into numbers? What do the numbers mean?
SNL Kagan is your central hub to track quantitative impact and qualitative implications. Sort our tables of the 70 “Top Cable MSOs” by basic, digital, HSD or voice subscribers, any way you like. See how a cable network’s economics stack up against the industry average on performance metrics like affiliate revenue per sub. Track a broadcast station M&A deal, zeroing in on station-level cash flow and valuation information that’s proprietary to SNL Kagan. Then review the relevant analytical reports and archived news stories online, all cross-linked for easy drill-down.

SNL Kagan also publishes extensive studies such as Economics of Basic Cable Networks, Broadband Cable Financial, Economics of Home Video (including Blu-ray and DVD) and Economics of Motion Pictures. Updated analytical insights are posted online as they are compiled. Read the databooks in full “book” form or interact with tabular data.

The race is on to capture the multi-platform consumer.
Consumers want their data and entertainment when and where they want it. Any device, any platform. The adoption rate of online video has outpaced historical precedent. Mobile is ripe with potential. Every Media & Communications sector is finding ways to profit from the latest technologies. SNL Kagan shows you who, what, when, where, why and how much.
SNL Kagan provides a universal source for everything you need to know about each Media & Communications sector. No more manual assembly of data. No more time-consuming searches of niche databases and news publications. No more combing through regulatory Web sites. No more rekeying of data. SNL Kagan consolidates it all and makes it available to you around the clock, online.

**Proprietary insider intelligence compiled from multiple sources.**

SNL Kagan provides financial and operational insight that isn’t available anywhere else. Compiled by the same experts whom the industry relies upon for custom valuations, consultations and deal appraisals. Our unique process for compiling data has been developed over the past 40 years. Not only do we aggregate and standardize figures from company-reported financials and other sources like regulatory databases. We gather exclusive information from our own surveys, insider contacts and top management interviews.

**In-depth analysis and quantitative data.**

Exclusive, easy to access, online.

**SNLxl: Customize your own reports.**

SNL Kagan not only gives you better information, we give you the tools to use it. Faster and easier than you ever thought possible. With SNLxl, our powerful Excel Add-In tool, you can pull data directly from SNL Kagan databases into your own proprietary spreadsheet models, which will update automatically.

**All sectors for a single subscription price.**

Every SNL Kagan Unlimited subscriber has access to data on all of the Media & Communications sectors. Your subscription gets you open, firm-wide access. See the following pages for highlights of our sector-specific coverage.
Everything is connected: breaking news, tabular data and analysis.

A hallmark of SNL Kagan’s platform is the seamless linkage of data, news and analytics, made available in real time, 24/7, with point-and-click menus that are easy to access and manipulate. Every day, you’ll receive SNL Kagan email alerts notifying you of news items and newly published analytical reports: Just click and read. News stories include embedded links to complete company profiles, other relevant articles and in-depth special reports. Call up our extensive M&A database and access profiles on the latest deals, buyer and target financials and custom league tables.

Performance benchmarks specific to each sector.

Each Media & Communications sector has its own set of metrics and its own language. There are different criteria for success, value, risk and potential. Instead of applying one general financial format to fit all, SNL Kagan creates a unique information template for each sector.

Our platform makes your job easier.

SNL Kagan’s interactive platform lets you query our databases with single-click ease. Click on a company name for complete profiles from financials to earnings estimates to capital structure. Use drill-down tabs for sector-specific operational metrics. Sort companies based on rankings and subscriber counts for each metric. Compare key ratios like affiliate revenue/programming expense. Check our calendar for events and investor presentations. Save time by getting conference call transcripts. Access news in different ways, from your daily email alerts to cross-links in reports.

Data you can trust, and we guarantee it.

SNL Kagan data adheres to rigorous standards for accuracy, timeliness, completeness and relevance. We guarantee the correctness of our tabular data, and give rewards to anyone who can find an error.

How are new technologies like HD, online, multicasting and mobile impacting TV and radio station revenue streams? What's ahead for deal flow? How about station valuations and operational forecasts? Where is satellite radio heading? How high can retrans fees go? What are the forecasts for converging segments such as wireless, network and multichannel? SNL Kagan tracks key issues as they evolve, with “databased” metrics and in-depth reports. From station valuations to new technology impact, tune in to the intelligence you need to analyze the broadcasting sector.

Broadcast Investor.
Published online, it’s the industry’s leading resource. Understand key trends and the revenue impact of new technologies like HD. Get the latest statistical data, in-depth analysis and maps that help you visualize data. Articles include links to related company profiles and articles.

SNLx: customized reports. Use our template library to track deals by selected criteria like “Top 15 Cash Flow Station Deals by Cash Flow Multiple” or “Price/Population.”

Instant operating profiles and revenue breakouts: Go from company snapshots to special tabs that focus on broadcast-specific metrics and operating ratios. See detailed revenue breakouts of company revenue sources: radio or TV “pure play” or diversified.

Track the latest deals in both TV and radio by price, cash flow multiple, station revenue, price per TV households and more. Sort information about broadcast transactions in interactive form. Use “Briefing Book” to review a company’s M&A history. Zero in on asset detail, valuations and cash flow benchmarks for each station sold.

Station-Level M&A Valuations: Only from SNL Kagan.
191 cable networks. 3 Premium channels. 11 Broadcast networks.

TV networks are launching, merging, rebranding. They’re chasing new revenue streams: online, VOD, original programming. What’s the financial impact of all this change? Which independent networks have been successful in getting carriage? Track how each network is performing against key benchmarks like return on original programming costs, both individually and in ranked comparisons by benchmark. Get insights on the future of advertising, including the latest figures on how new advertising models are doing. Know why ad revenue is up at some networks despite the decline of the :30 spot. See where all this is leading and who is coming out ahead.

Profile a network and see how its economics stack up. See ownership, financials and operational results by metric. Link to news archives and analysis. Retrieve charts and tables comparing this network to the industry average for each performance metric.

Benchmarking. Aggregate data on industry benchmarks comes from bottom-up data gathered by our experts. Compare performance of each network against key benchmarks (from revenue/sub to average ratings). Enjoy simple menu-based sorting.

Not just breaking news, breaking analysis. SNL Kagan experts contextualize news, relating it to trends and economics. In-depth reports, breaking news and stats. Example: Economics of Cable TV Advertising online feature. Drill down using text links and boxes with related companies, documents, articles.

Best-in-class studies. Economics of Basic Cable Networks: the only source for data on 191 cable networks, privately held or buried in income statements of conglomerates. Forecasts, analysis, benchmarks, 300 easy-to-use spreadsheets. Access “databased” numbers interactively or read the lengthy study.

Individual Network Profits and Forecasts: Only from SNL Kagan.

Newly auctioned licenses and increased competition in the wireless space. The new 700MHz spectrum. New mobile apps. Convergence. Disaggregation. How does all this change impact valuation and performance? How is the turbulent mobile media market unfolding? What’s the status of the standards wars? What are the implications of blockbuster wireless content deals? How well is reality catching up with potential? Who just bought or sold which licenses and why? Who has acquired whom and for how much? SNL Kagan helps you make sense of this volatile market with analytical insights and accurate data focusing on specific metrics such as “Data ARPU by carrier.”

**Wireless Investor.** Leading source for wireless analysis, trends, forecasts, new data. Example: coverage of Auction 73: 700MHz. Reports and analysis of 252 rounds with embedded links to bidder profiles and other relevant data. 700MHz spectrum is being added to the SNL Kagan license database.

**Wireless and Wireline**

Profile a company, its licenses, access lines, and markets. From a “snapshot” corporate profile, drill down to operating metrics and licenses owned including POPs and MHz for each. View market demographics. Analyze spectrum depth by market. Let SNL Kagan’s technology power the analysis you need.

ARMIS accessible at last. Example of how SNL Kagan facilitates data access. Formerly too complex to use, now ARMIS regulatory data (like a carrier’s switched access lines by state) is menu-clickable.

**Market-by-Market Spectrum Depth: Only from SNL Kagan.**
70+ Cable MSOs, Satellite, Telco TV.

How is the subscriber share battle between cable MSO, telco and DBS unfolding? Who has stolen market share from whom, as MSOs offer broadband and telcos offer video? What are the penetration rates for advanced services like VOD and DVRs? Is voice a commodity or a brand driver—what do the numbers say? What are the trends in multichannel CapEx? What is the outlook for industry revenue and subscriber growth? How are multichannel assets valued as the market shifts? What do advanced set-top box shipments mean? What will the digital transition mean for multichannel?

Benchmarking cable MSOs: Sort summary charts by the benchmark of your choice. Digital penetration. Digital net adds. HSD adds. Look at key ratios of Digital, Voice or HSD subs to Basic subs. We aggregate data we gather from individual MSOs—the most accurate anywhere.

Profile an MSO’s triple play status. Compile profile with ownership and operational metrics. Compare penetration performance in bundling of video, data and voice. Sort tables of 70 “Top Cable MSOs” by penetration levels and ratios for each RGU. Projections and 15 years of historical data.

Expert analysis contextualizes news. Our newsletters and online features are compendiums of breaking news, insights, proprietary data and forecasts on topics such as VOD trends and HD penetration.

The Industry Benchmark 10-Year Multichannel Forecasts: Only from SNL Kagan.
Global Multichannel

5 global regions. 75 countries. 130+ operators. Best worldwide coverage.

DTH, DTT, IPTV, HDTV: What’s the current and forecasted penetration for each platform, in each country? What’s the relationship between penetration and affordability? Where are the best opportunities for growth? What are the digital penetration forecasts by country? What kind of impact is telecom insurgence having in pay-TV markets worldwide? Who offers triple play or will soon? What about CapEx? Our unique global information-gathering network and our standardized structure for analysis of each country let you make accurate apples-to-apples comparisons from country to country easily, for the first time.

**Exclusive profiles of operators.** From Telefonica Chile to PCCW-now Broadband in Hong Kong. Up-to-date reports on key players. Operational figures. Commentary on role in market. History. Channels offered. ARPU. For multinational players like Telefonica and Telemex: comparisons by country.

**Apples-to-apples views of each country.** Standardized formats, tables and charts for each country with 10-year projections. From video penetration and revenues to IPTV subs. Compare countries as different as Mexico, Australia and the U.K. using the same criteria and metrics.

**A global view of HDTV.** In each country, the transition from analog to digital and the advent of HD involve different driving forces and players. SNL Kagan publishes both global overviews and reports by country, including analysis, tables and profiles of key operators.

**SNLx: Customize your reports with our Excel® Add-In.** Build spreadsheets that update automatically. Example shown: Model a country’s projected growth of subs on different platforms 2008–2017. Graph will update when we update our database.

Detailed Country Profiles and Extensive Global Multichannel Forecasts: Only from SNL Kagan.
Motion Pictures. TV shows. Distribution. Exhibition. Revenue Streams.

New revenue streams. New content platforms. New windows. New business models. Digital is changing everything about the film and television business. Platforms are converging. What does it all mean in dollars and market share? Today and in 10 years? SNL Kagan’s veteran analysts are the same experts who consult regularly with the industry on ROI projections, film and programming library valuation and funding. The same people who invented the Kagan Profitability Index for films. Meanwhile, our wireless, cable and new media analysts have always had their fingers on the pulse of entertainment and technology convergence. No other resource gives you such a complete picture.


Industry economics: the go-to guides. Two SNL Kagan flagships: Economics of Motion Pictures (with historical data and 10-year KPI projections by genre and budget) and The State of Home Video. Entertainment industry trade publications don’t even come close to this level of breadth, depth and timeliness.

Exhibition economics. Our 10-year Exhibition Market Projection tables segment by revenue sources, screen and location. Other reports clarify the impact of digital cinema and shed light on M&A activity.

KPI and other exclusives. Every month, get Kagan Profitability Index projections for every U.S. movie, by distributor, theatrical & DVD revenues minus costs. Other exclusives: projections for video sell-through. 10-year prognosis for revenues from U.S.-produced TV programming.

Follow the plot. SNL Kagan breaking news includes a thorough analysis of its implications. Drill down to profiles of the players, related articles and relevant deals.

Internet Media. See 10-year HSD adoption, video and advertising forecasts. Track the impact of online over-the-top video on traditional programming.

Motion Picture Profitability and Syndication Deals: Only from SNL Kagan.
Subscribe to 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
- TV Networks
- Wireless & Wireline
- Multichannel Operations
- Global Multichannel
- Filmed Entertainment and TV Programming