**MEDIA CONGLOMERATES**

**What is conglomerate?**

A conglomerate is a combination of two or more corporations engaged in entirely different business together into one corporate structure, usually involving a parent company and several subsidiaries.

Often, a conglomerate is a multi-industry company.

Conglomerates are often large and often multinational.

**Media conglomerates:**

A media conglomerate is a company that owns large numbers of companies in various mass media including television, radio and publishing. Media conglomerates strive for policies that facilitate control of markets across the globe.

A media conglomerate, media group, or media institution is a company that owns numerous companies involved in mass media enterprises, such as television, radio, publishing, motion pictures, theme parks, or the Internet. According to the magazine The Nation, "Media conglomerates strive for policies that facilitate their control of the markets around the world." As of 2008, the Walt Disney company is the world largest media conglomerates, with news corporation, Viacom and Time Warner ranking second, third and fourth respectively.

A conglomerate is, by definition, a large company that consist of division of seemingly unrelated business.

**Some media conglomerates:**

# Media Conglomerate #1: National Amusements

Unless you’re directly involved in business or entertainment, you have probably never heard of National Amusements before.

The company owns movie theatres throughout the world about 950 total but it owns much more than just movie theatres.

NA’s huge collection of properties is staggering. Whether they own a company entirely, possess majority shares, or even own minority voting shares, the scope of NA’s reach is enormous for a company that’s known less than its subsidiaries

**Head: Sumner Redstone**

Sumner Redstone is the current owner of National Amusements and all of its properties.

# Media Conglomerate #2: Disney

Disney is probably the most well-known media name on this list.

The company has a hand in just about every medium in the world from children’s cinema to sports.

When it comes to television and film, there’s a good chance you’re watching something owned by the Disney company. Disney also owns ESPN, which has its own publishing arm for all things sports. Finally, Disney owns a few video game assets.

They’re not huge, but they’re enough to keep Disney mildly competitive and up-to-date in the video game industry (especially mobile gaming).

# Head: Bob Iger

Disney announced Bob Iger as CEO on March 13, 2005, following the departure of Michael Eisner

# Media Conglomerate #3: Time Warner

At the time of publication (11/7/16), it’s possible that AT and T will soon buy Time Warner for around $80 billion.

If that happens, AT and T will acquire everything below and more.

In the meantime, let’s take a more in-depth look at Time Warner and what it owns. Time Warner owns an incredible amount of television and film properties.

The most famous is probably Warner Brothers Animation Studios, which owns properties like Looney Tunes. Time Warner also controls several big-name print assets, including TIME (obviously).

**Head: Jeff Bewkes**

Jeff Bewkes is the CEO of Time Warner. He makes $32.5 million per year.

# Media Conglomerate #4: Comcast

Comcast is one of the few remaining Internet service providers in the United States. They also provide cable television and phone services to residential and business customers.

In 2013, Comcast expanded its reach into entertainment by purchasing NBC and pretty much all of its properties.

While most people know NBC as just a television station, it also has major stakes in media companies around the world.

That makes Comcast a major contender in global media, especially in the United States.

# Head: Brian L. Roberts

Brian L. Roberts became President of Comcast in 1990, back when the company only earned $657 million in annual revenue.

# Media Conglomerate #5: News Corp

News Corp is the media conglomerate best known for its line of Fox companies.

Those include Fox News, FX, and pretty much every other company with the name “Fox” in it. The company generated more than $33 billion in 2012, and it controls a huge number of print products compared to other media conglomerates.

To get a better grasp of News Corp, let’s check out their CEO Rupert Murdoch.

# Head: Rupert Murdoch

While News Corp underwent a split in 2013, Rupert Murdoch remains the head of most of News

Corp’s current assets.

# Media Conglomerate #6: Sony

Sony is one of the oldest companies on this list since it was founded in 1946.

It also has one of the most recent CEO changes.

In 2012, Kazuo Hirai became CEO of the entire corporation, which might be the most wellknown electronics brand on the planet.

But Sony is so much more than an electronics company. They have interests across almost all media industries, and Hirai has helped keep the company current and competitive. **Head: Kazuo Hirai** Kazuo Hirai started work at Sony Music Entertainment Japan in 1984, and he’s been with the company ever since.

# Media Conglomerates of Pakistan

Media Conglomerates of Pakistan Since the liberalization of media and broadcast sector in Pakistan in 2002, the media landscape in the country has completely changed. From one staterun television channel to more than 71 satellite television channels and from one Radio Pakistan to more than 100 FM radio stations, the broadcast sector has increased exponentially over the past few year. Few media groups are owning more then half media industry. Regime of cross media ownership started with the privatization of media in Pakistan. Cross media ownership in Pakistan has risen to alarming level and very few people are in control of managing and distributing the flow of information nationally. A select few groups own or have a controlling stake over all the media outlets within Pakistan.

Following are the names of media conglomerates of Pakistan:

1. Independent media corporation
2. Jung group
3. Nawa-i-waqt group of publication
4. Dawn media group
5. Express media group

# Independent media corporation

The independent media corporation is one of Pakistan’s largest media conglomerates. It started with the publication of the Jang group of newspaper and later added the geo television network to its offering.

# Publications and Channels

**The daily Jang** (Urdu newspaper, published nationally throughout the Pakistan.)

**The daily news** (English newspaper, published in Pakistan from three main cities, Karachi,

Lahore and Rawalpindi.)

**Akhbar-e-Jehan**(Weekly Urdu language magazine published by Jang group of newspaper.)

**MAG** (Weekly English language magazine published by Jang group of newspaper.)

**TV Channels** It also run many Tv channels like: GEO News, AAG TV, GEO Super, GEO TV, GEO KHANI.

# The Jang group of newspaper

Jang group of newspaper, is a subsidiary (a company controlled by a holding company) of the independent media corporation. It’s headquarter is in printing house Karachi. It is Pakistan’s largest group of newspaper and the publisher of Urdu newspaper: **the daily Jang, the news international, MAG weekly, geo networks and GEO networks of tv channels**. Mir ShakilUr-Rehman, is the current head of the business house based in Karachi. He is CEO of Jang group of newspaper and also holds the title of editor in chief.

# Nawa-i-Waqt Group

Nawa-i-waqt group is the oldest tradition in the country. Nawa-i-Waqt Group has expanded the print portfolio by introducing English and Urdu newspaper. Genres of this magazine range from politics and news to entertainment and lifestyle. Nawa-i-Waqt Group also entered electronic media with a 24-hour news and entertainment channel waqt news. This channel is not only available on television broadcast but also streamed live on the internet. Publications and channels of Nawa-i-Waqt: **Phool magazine, Family magazine, Nida-i-Millat magazine, The Nation newspaper, Waqt news channel**.

# Dawn media Group

The Dawn media group is the trading name of Pakistan Herald publication (Pvt.) Limited, a

Pakistani media company. It started using this trading name in 2008 to reflect the group’s transformation from a publisher of newspaper and magazines into powerful multimedia group.

The Dawn media group cover three areas. **(print media, broadcast media, internet media)**.

# Express Media Group

Owned by lakson group. Publications and channels of Express media group are: **express news channel, the express tribune newspaper, the daily express newspaper, the daily Sindh express, express entertainment television channel**.

# Walt Disney

Walter "Walt" Disney co-founded Walt Disney Company with his brother, Roy. Coming from humble background of a middle-class family, Disney is the prime example of drawing lover who struggled from being a paperboy to losing his character, Oswald, but never giving up. Disney was an innovative animator and his cartoon character Mickey Mouse was his breakthrough. He won 22 Academy Awards during his lifetime. The Walt Disney Co. headquarters are currently located in Burbank, California.

# From Mickey Mouse to Media Giant

The Disney Company got its start in 1928, first two silent Mickey cartoons came and went with little fanfare, but the third, which featured synchronized music and sound effects, was a huge hit. Walt Disney produced more than one hundred short animated cartoons featuring Mickey and his friends. In 1937, he took animation to the next level by releasing the first featurelength cartoon, Snow White and the Seven Dwarfs. A major success for the studio, the film held the box-office record of $8 million until Gone with the Wind was released in 1939. In the 1950s, the Disney Company started producing live-action feature films and continued production of the wildlife documentaries it started in the late 1940s. It was also in the 1950s that Disney opened its first theme park, in California, which took 5 years of persistent hardwork followed by product & games production. The current ticker symbol for Disney is "DIS".

# Mission

The mission of The Walt Disney Company is to be one of the world's leading producers and providers of entertainment and information.

# Media Conglomerate

The Walt Disney Company is an American diversified multinational mass media corporation and is the second largest media Conglomerate.

# Major Industries

It has following major industries:

* Media Channels
* Disney Studios (Theatre)
* Parks and resorts
* Products and Interactive Media

# Media Channels (Network)

Disney Media Networks is a subsidiary of The Walt Disney Company and is one of the largest revenue generators for the company. It contains the various television networks, cable channels, radio networks and stations along with the production and distribution companies that are associated with Disney. The Media Networks subsidiary of Disney also manages its joint ventures with Hearst Corporation, A+E Networks, and ESPN, Inc. **Disney Brands**

* ESPN (80% stake)
* ABC
* Touchstone Pictures
* Marvel
* Lucasfilm
* A&E (50% equity holding with Hearst Corporation)
* The History Channel (50% equity holding with Hearst Corporation)
* Lifetime (50% equity holding with Hearst Corporation)
* Pixar
* Hollywood Records
* Vice Media (10% stake)
* Core Publishing

# Walt Disney Studios

The studio, one of the["Big Five" major film studios](https://en.m.wikipedia.org/wiki/Major_film_studio)includes [Walt Disney Pictures,](https://en.m.wikipedia.org/wiki/Walt_Disney_Pictures)[Walt](https://en.m.wikipedia.org/wiki/Walt_Disney_Animation_Studios)

[Disney Animation Studios,](https://en.m.wikipedia.org/wiki/Walt_Disney_Animation_Studios)[Pixar,](https://en.m.wikipedia.org/wiki/Pixar)[Blue Sky Studios,](https://en.m.wikipedia.org/wiki/Blue_Sky_Studios)[Marvel Studios,](https://en.m.wikipedia.org/wiki/Marvel_Studios)[Lucasfilm,](https://en.m.wikipedia.org/wiki/Lucasfilm)[20th Century Studios,](https://en.m.wikipedia.org/wiki/20th_Century_Studios) and[Searchlight Pictures.](https://en.m.wikipedia.org/wiki/Searchlight_Pictures) Films produced by these studios are released and distributed by[Walt Disney Studios Motion Pictures.](https://en.m.wikipedia.org/wiki/Walt_Disney_Studios_Motion_Pictures) In 2019, The Walt Disney Studios posted an industry record of $13.2 billion at the global box office. The studio has six of the top ten[highest grossing films](https://en.m.wikipedia.org/wiki/List_of_highest_grossing_films)of all time at the worldwide[box office,](https://en.m.wikipedia.org/wiki/Box_office) and the two highest-grossing[film franchises](https://en.m.wikipedia.org/wiki/List_of_highest-grossing_films#Highest-grossing_franchises_and_film_series)of all time. The Walt Disney Studios is a member of the[Motion Picture Association](https://en.m.wikipedia.org/wiki/Motion_Picture_Association_of_America)(MPA). Disney continues to entertain the world by action films, animated films documentary films in various types of genres.

# Theatre

Disney Theatrical Productions Limited (DTP), also known as Disney on Broadway, is the flagship stage play and musical production company founded in 1993 with first show “Beauty and the Beast” in April 19, 1994. It displays the live performances of famous Disney stories and movies to make them even more memorable with the set and costumes designed accordingly. Pinocchio, Camp Rock, and the latest addition Frozen (set to hit theatre of New York in 2020), are among the many shows that bought and are still bringing magic live to this date.

# Parks and Resorts

It brings the magic of powerful brands and franchises including Disney, Pixar, Marvel, Star Wars, ESPN, Twentieth Century Studios and National Geographic into the daily lives of families and fans around the world to create magical memories that last a lifetime. Disney has grown into one of the world’s leading providers of family travel and leisure experiences, with iconic businesses including six resort destinations with 12 theme parks and 53 resorts in the United States, Europe, and Asia with more than 170,000 cast members; a top-rated cruise line with four ships and plans for three more to be completed in 2021, 2022, and 2023; a luxurious family beach resort in Hawaii; popular vacation ownership program; and an award-winning guided family adventure business.

# Consumer Products and Interactive Media

A segment of[The Walt Disney Company](https://disney.fandom.com/wiki/The_Walt_Disney_Company)that engages in merchandising of the Disney brand and properties through licensing, retail, video games, digital applications and content divisions. It all began when Mickey was licensed for the very first time for the design of a tablet in 1929. The company was formed as a result of the merger between[Disney Consumer Products](https://disney.fandom.com/wiki/Disney_Consumer_Products)and[Disney Interactive](https://disney.fandom.com/wiki/Disney_Interactive)Media in 2015, which were initially two separate businesses of Disney.

* Consumer Products bring characters to life through innovative physical products of 100 categories, from toys and t-shirts, to apps, books, food, furniture items and console games. From first Mickey game in Gameboy (1981) to live action games of Hercules in

Playstation, Disney has always known their player’s arenas.

* Disney is always looking for ways to expand in every field and its prime example is Disney plus, online streaming service to compete with Netflix at much lower rates. With collection of 7,000 television episodes and 500 films, its launching worldwide in 2020.

# In relation to Contemporary Media

One-time wonders are mostly result of stubborn producers who neglect the changing trends. The reason of Disney ruling the media industry from 19th century to even today, is their continuous acceptance for the changing technology. Disney's journey from colourless cartoons, to using sounds and colours to animate, bringing life to various fairy tale books on big screen and then engaging audience through the present trend of social media games (lol.disney.com), online shopping site (shopdisney.com), streaming services (Disney+) & social accounts (Disney channel on YouTube etc) are the best examples of their flexible nature as a brand.

# Disney in Pakistan

Even after 96 years of success, Disney has not launched an official Pakistani channel. But it has still enjoyed its part of fame being one of the most binged channels in Pakistan in the past few years. Disney's Indian and American versions were a huge success among the local audience and were a part of majority of Pakistani children's memories in the form of Hannah Montana and

Doremon. Due its popularity, Disneyland was planned to be constructed at Kala Shah Kaku in Pakistan in 2015 but no further updates have been done.

# Brand Value

Dіѕnеу hаѕ аn еѕtіmаtеd nеt wоrth оf аrоund $140 bіllіоn, аѕ оf Арrіl 2020. Тhе соmраnу’s brаnd аlоnе worth’s $19 bіllіоn іn tоtаl. Араrt frоm thіѕ, thе tоtаl еquіtу аmоunt аnd аѕѕеtѕ оf Dіѕnеу are аrоund $45 bіllіоn аnd $96 bіllіоn thаt соntrіbutе tо іnсrеаѕіng thе nеt wоrth оf thе соmраnу. Оn thе оthеr hаnd, thе rеvеnuе оf thе соmраnу іѕ еѕtіmаtеd аt аrоund $55 bіllіоn annually.

# Conclusion

Walt Disney has definitely worked its way into the hearts of almost everyone who watches it. The Disney company has managed to bring fantasies to life on the movie screen for over 80 years. Walt Disney Studios is still a strong, American icon thanks to its innovation, fantasy, and artistic style.

# BLOOMBERG

**Introduction:**

**Definition:**

Bloomberg is a major global provider of 24-hour financial news and information, including realtime and historic price data, financials data, trading news, and analyst coverage, as well as general news and sports. Its services, which span its own platform, television, radio, and magazines, offer professional analysis tools for financial professionals. One of Bloomberg's key revenue earners is the Bloomberg Terminal, which is an integrated platform that streams together price data, financials, news, and trading data to more than 300,000 customers worldwide.

**Basics of Bloomberg:**

Bloomberg was founded by[Michael Bloomberg](https://www.investopedia.com/terms/m/michael-bloomberg.asp)in 1981 as a technology provider of financial analytics and information. The company started with its flagship bloomberg terminaland saw itself grow to over 10,000 installed units within its first 10 years of operation. It subsequently built off its success by implementing Bloomberg News, an international financial news provider. Subscriptions for the news source grew to 150,000 over the proceeding 10 years, and the company then launched Bloomberg Tradebook, allowing people to trade directly through Bloomberg. As of 2018, the company is made up of financial products, enterprise products, industry products, and media services.Since its inception, Bloomberg has grown to become one of the most important financial companies in the world. It has over 325,000 subscriptions to its professional services, almost 1 million global circulations of Bloomberg Businessweek and over 150 news bureaus internationally. The number of subscribers to its terminals has declined only twice, the first time was after the financial crisis and the second time was in 2016.

# KEY TAKEAWAYS

* Bloomberg is a media conglomerate that is a provider of financial news and information, research, and financial data.
* The main revenue earner for the company is its Bloomberg Terminal, which provides snapshot and detailed information about financial markets.

**Bloomberg Terminals:**

Access the Bloomberg professional service through which users can monitor and analyze real time financial market data and place trades.

**Using Bloomberg to our advantage?**

* Ways to look at Bloomberg
* Excel
  + Export from terminal
  + Data wizard
  + Formula
    - BDP(“ticker market”,”data item”)
    - BDH((“ticker market”,”data item”,”startdatea”,”endate”)

# Bloomberg Mission Statement

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company’s strength – delivering data, news and analytics through innovative technology, quickly and accurately – is at the core of the Bloomberg Professional service, which provides real time financial information to approximately 325,000 subscribers globally.

Bloomberg’s enterprise solutions build on the company’s core strength, leveraging technology to allow customers to access, integrate, distribute and manage data and information across organizations more efficiently and effectively.

# Bloomberg Vision Statement

Part of what makes our company a great place to work are our vision and our values. They help inform everything we do and are shaping the future direction of Bloomberg BNA. Our vision is to ensure that — Bloomberg BNA leverages leading-edge technology and trusted content to deliver essential, innovative solutions to professionals. Bloomberg BNA leverages leading-edge technology and trusted content to deliver essential, innovative solutions to professionals.

# Bloomberg Values

 Innovate

 Collaborate

 Know your Customer

 Work Hard and Smart

 Do the right thing

# Bloomberg Terminal Competitors

In recent years, multiple upstart competitors have attempted to take Bloomberg's market share by offering similar services at substantially lower prices. These Bloomberg competitors face a significant challenge in the so-called network effect. Since Bloomberg terminals were adopted beginning in the 1980s, almost everyone came to use one. Now, if someone wanted to give up their machine and go to a rival, they wouldn't be able to use the Bloomberg user network to contact someone. It's a bit like someone who shuts down their Facebook account and doesn't have any other contact information for their Facebook friends.

Here are a few of Bloomberg's competitors:

* **Thomas Reuters**: Easily the biggest competitor to the Bloomberg terminal, Thompson Reuters is considerably cheaper and offers a wide range of services and add-ons. Some might argue that its financial analysis platform, Eikon, is in some ways more advanced.
* **Symphony**: Backed by Goldman Sachs and other major investment bank in late 2015, the so-called "Bloomberg killer" allows businesses with 50 or more employees to sign up for $15 per employee, per month.
* **Money.net**: Established by a former Bloomberg executive, this service looks very similar to Bloomberg, offers a free 14-day trial, and costs only $95 per month for the base package. Furthermore, it runs on any device—Windows, Mac, Apple iOS, and Android.
* **Markit**: A niche Bloomberg competitor that only strives to do certain things, this firm offers a range of services from front-end portfolio modeling to third-party risk assessment.
* **FactSet**: Another niche Bloomberg competitor, FactSet specializes in financial information on businesses and the market as a whole.

**Current weakenesses:**

* ESG related terminal sales low
* ESG research is labor intensive
* Gaps in non-financial data **Continuing opportunities:**
* Deriving data
* Creating analytical tools to measure ESG metrics
* SIR screened funds increasing
* Potential growth in carbon credit trading **Biggest Threats:**

Competitors offering ESG data to SIR fund managers.No internatuonal standards on collecting data .competitors gaining ground is rapidly explaning SIR market.

**Recommendation Effect:**

Provide the best information available to evaluates SIR metrics.position Bloomberg to capture emerging market share.Position Bloomberg as a leader in information on carbon trading.

**Implementation:**

Hire employees to drive ESG data.make rating system relative to industry.Roll out marketing promotion plan to push ESG analytical tools.

**Conclusion:**

* Maintain its core values
* Encourage corporate responsibility
* Gain share in SIR investment segment