

**Case:** Media Value Chain

**Client:** Top Financial Lender

**Custom Research:** Media Segment Growth & Opportunity Analysis

## Background

A major corporate lender has a large communications & media division. Most of its portfolio companies include the leading media companies in the world requiring financial assistance for acquisitions and organic growth initiatives.

## Problem

With the changing media landscape which saw a migration from traditional media to alternative media, this corporate lender needed to reassess how to handle future transactions involving communications properties. In order to increase the media portfolio's return on investment, it needed an analysis of future growth potential and revenue stream opportunities for each media segment.

## PQM's Role

Using a variety of its proprietary databases and other public sources, PQ Media prepared an exclusive matrix analysis of each media segment that included growth, profit, and revenue stream contributions. Trend analysis was done on each media segment to determine industry drivers and recommendations were provided that identified the strongest media industries in regards to growth and opportunity potential.

## Results

**The favorable ruling by the FCC allowed the law firm's client to successfully continue its business strategy without jeopardizing its market position.**



“PQ Media quickly grasped the significance of our client's situation, and showed a high level of professional expertise in helping us prepare a well-researched and compelling media case, which led to a successful outcome for us and our client. We would definitely consider PQ Media for similar assignments in the future”.



— PQ Media client, Senior Partner