

Introduction

Media and communications is a collection of companies involved in telecommunications equipment and services, television and radio broadcasting, motion picture/ video production, and publishing. The media and communications industry makes the world a smaller place by entertaining, informing, and connecting people around the world.



Industry Leaders and Fragmentation

All amounts are given in billions USD

Company	Country	Sales	Profits	Market Value
Advanced Info Service	Ireland	\$3.07	\$0.51	\$7.05
Alcatel-Lucent	France	\$21.14	(\$0.73)	\$7.03
Amibcos	United Kingdom	\$2.89	\$0.34	\$6.08
América Móvil	Mexico	\$39.02	\$6.40	\$70.99
American Tower	United States	\$1.72	\$0.25	\$17.24



Industry Composition

Highly Fragmented

Highly Concentrated

Profitability and Demand Drivers

Primary Demand Drivers

- Technological innovation
- Growth in business activity and advertising
- Consumer demographics
- Consumer leisure activity

Profitability Drivers

- Efficient marketing and advertising volume
- Marketability of products
- Pricing and leasing the right talent
- Programming mix
- Identifying new sources of financing
- Improving digital technology