

# Quarterly Industry Update

As of June 30, 2014

Industry: Television Broadcasting



## Industry Summary

Cogent Valuation identified publicly traded companies, IPOs, and recent M&A transactions within the Television Broadcasting industry, which provides a basis for market and transaction pricing that can be used by your firm in estimating market sentiment and its impact on your firm's value. Since June 30, 2013, the median 52-week share price return of the Television Broadcasting industry has increased by 21.5%. In the last quarter, the median price-to-earnings multiple decreased from 19.7x to 19.4x.

## Comparable Public Company Key Statistics

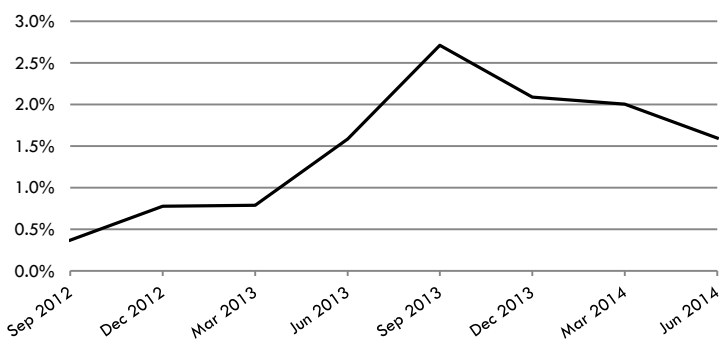
Median 52-Week Return	21.5%	Median EV/Revenue Multiple	3.7x	Median Price/Earnings Multiple	19.4x
Median 3-Year CAGR Return	20.7%	Median EV/EBITDA Multiple	11.2x	Median EV/Gross CF Multiple	17.8x

## Comparable Public Company Market Price Returns (As of June 30, 2014)

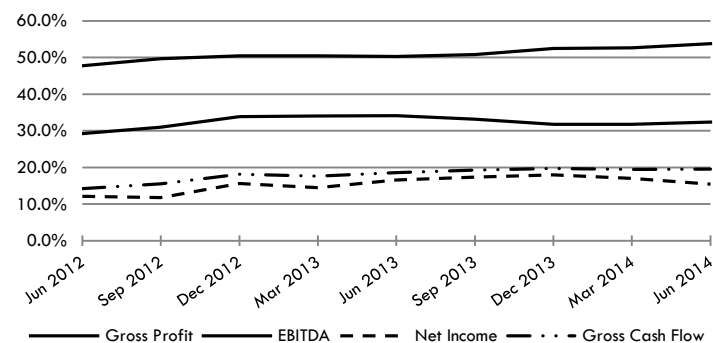
	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2012	2011	2010	2009	2008
CBS Corporation	63.3%	0.6%	27.2%	37.7%	29.7%	55.1%	40.2%	42.5%	35.6%	71.6%	-69.9%
Central European Media Enterprises Ltd.	-54.4%	-4.1%	-14.8%	-25.4%	-47.7%	-32.2%	-5.2%	-68.0%	-13.8%	8.7%	-81.3%
Crown Media Holdings Inc.	96.2%	-5.5%	47.0%	44.0%	23.9%	16.8%	52.9%	-53.8%	80.7%	-49.1%	-56.2%
Discovery Communications, Inc.	17.0%	-10.2%	-3.8%	17.3%	21.9%	27.0%	54.9%	-1.8%	36.0%	116.6%	N/A
Entravision Communications Corporation	274.7%	-7.2%	1.1%	126.7%	49.8%	66.9%	6.4%	-39.3%	-24.4%	117.9%	-80.1%
Scripps Networks Interactive, Inc.	40.1%	6.9%	21.5%	19.5%	18.4%	23.9%	36.5%	-18.0%	24.7%	88.6%	N/A
AMC Networks Inc.	24.2%	-15.9%	-5.9%	31.5%	12.2%	N/A	31.7%	N/A	N/A	N/A	N/A
Viacom, Inc.	64.4%	2.0%	27.5%	35.8%	19.4%	30.7%	16.1%	14.6%	33.2%	56.0%	-56.6%
Twenty-First Century Fox, Inc.	37.8%	9.9%	7.9%	25.6%	25.7%	31.0%	43.0%	22.5%	6.4%	50.6%	-55.6%
Starz	-74.3%	-7.7%	34.8%	-41.8%	N/A	N/A	48.6%	N/A	N/A	N/A	N/A
Grupo Televisa, S.A.B.	29.1%	3.1%	38.1%	26.4%	11.7%	15.1%	26.2%	-18.8%	24.9%	39.0%	-37.1%
<b>Median of Industry Public Companies</b>	<b>37.8%</b>	<b>-4.1%</b>	<b>21.5%</b>	<b>26.4%</b>	<b>20.7%</b>	<b>27.0%</b>	<b>36.5%</b>	<b>-18.0%</b>	<b>24.9%</b>	<b>56.0%</b>	<b>-56.6%</b>

(Multiple year periods are calculated as the average annual return.)

## Median Quarterly Revenue Growth of All Television Broadcasting Companies



## Median Gross Profit, EBITDA, Net Income and Gross Cash Flow Margins



## Median Public Company Multiples of the Television Broadcasting Industry

Date:	6/30/2012	9/30/2012	12/31/2012	3/31/2013	6/30/2013	9/30/2013	12/31/2013	3/31/2014	6/30/2014
EV/Revenues Multiple	3.0x	3.0x	3.2x	3.2x	3.2x	3.6x	3.7x	3.9x	3.7x
EV/EBITDA Multiple	9.3x	9.7x	9.4x	9.8x	10.3x	11.2x	11.6x	12.9x	11.2x
Price/Earnings Multiple	17.3x	21.1x	15.1x	15.6x	16.0x	16.2x	17.8x	19.7x	19.4x
EV/Gross Cash Flows Multiple	21.8x	18.8x	15.8x	15.4x	15.6x	17.4x	17.4x	18.9x	17.8x

This industry research is provided at no charge to Cogent Valuation's clients. Research or detailed information not covered in this report can be obtained for a fee. Contact Steven Kam at 415-392-0888 for additional information or questions in connection with this research report.

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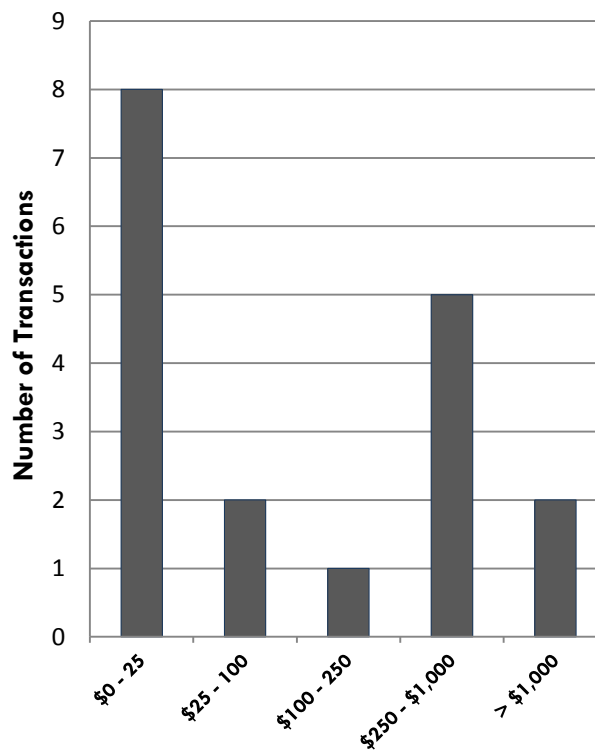
## Industry Initial Public Offerings (dollars in millions, except share prices)

Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
5/11/2011	Phoenix New Media Limited	\$11.00	12.8	\$140.4	\$72.3	\$0.0	\$92.2	\$7.6	\$5.1	\$7.6
5/31/2006	CTC Media, Inc	\$14.00	24.7	\$345.9	\$288.5	\$21.2	\$273.6	\$133.7	\$72.0	\$137.0
3/23/2006	Global Traffic Network Inc.	\$5.00	3.8	\$19.0	N/A	N/A	N/A	N/A	N/A	N/A
11/24/2003	Nexstar Broadcasting Group, Inc.	\$14.00	10.0	\$140.0	\$557.2	\$462.7	\$270.1	\$103.3	(\$96.5)	\$131.9
8/2/2000	Entravision Communications Corporation	\$16.50	39.5	\$752.3	\$604.3	\$487.5	\$85.7	\$6.3	(\$74.3)	\$29.3
5/3/2000	Crown Media Holdings Inc.	\$14.00	10.0	\$140.0	\$88.2	\$30.3	\$33.9	\$0.8	(\$60.7)	\$35.0
<b>Median of All IPOs</b>		<b>nm</b>	<b>nm</b>	<b>\$140.2</b>	<b>\$288.5</b>	<b>\$30.3</b>	<b>\$92.2</b>	<b>\$7.6</b>	<b>(\$60.7)</b>	<b>\$35.0</b>

## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought
6/19/2014	Television Stations	Meredith Corporation	\$407.5	100%
6/13/2014	Hoak Media Corporation	Nexstar Broadcasting, Inc.	\$33.5	100%
6/2/2014	Eyeworks Holding B.V.	Warner Bros. Television	\$273.0	100%
5/6/2014	Lefffield Entertainment	ITV Studios America Inc.	\$360.0	80%
5/1/2014	KEVN, Inc.	Gray Television Group, Inc.	\$7.8	100%
4/28/2014	Duhamel Broadcasting	New Rushmore Radio	\$10.0	100%
4/1/2014	MW Channel Operations LLC	Hemisphere Media Holdings	\$104.9	100%
4/1/2014	Lockwood Broadcast Group	Excalibur Broadcasting	\$5.5	100%
3/31/2014	Croton Media Group	Zhejiang Huace Film & TV Co.,	\$269.2	100%
3/13/2014	Citadel Communications Ltd.	Nexstar Broadcasting, Inc.	\$87.9	100%
1/31/2014	Chellomedia	AMC Networks Inc.	\$1,034.0	100%
1/28/2014	Access.1 Communications	LocusPoint Networks LLC	\$6.0	100%
1/10/2014	Broadcast Initiatives Ltd.	Prosperity Agro India Ltd.	\$14.2	52%
1/7/2014	Journal Broadcast Corporation	OTA Broadcasting LLC	\$17.0	100%
12/31/2013	KTLM-TV	NBC Owned Television	\$8.5	100%
10/25/2013	Lotus Communications Corp.	TMA TIG LLC	\$1.2	100%
8/8/2013	Fisher Communications	Sinclair Broadcast Group	\$373.6	100%
7/5/2013	Astral Media Inc.	Bell Media Inc.	\$3,422.0	100%
<b>Median of All Transaction Targets</b>			<b>\$60.7</b>	<b>100%</b>

## Size of Merger and Acquisition Transactions (dollars in millions)



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