

## Television Broadcasting

### INDUSTRY SUMMARY

COGENT VALUATION identified **Television Broadcasting** 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. Over the last year since June 30, 2016, the median 52-week share price return of the Television Broadcasting industry was 2.7%. Between June 30, 2015 and June 30, 2017, the median EV/EBITDA multiple decreased from 11.1 to 9.4. Furthermore, the median price-to-earnings multiple decreased from 14.9 to 14.1 over the same period.

### Public Company Key Statistics

Median 52-Week  
Return

2.7%

Median 3-Year CAGR  
Return

-6.3%

Median EV/Revenue  
Multiple

3.0x

Median EV/EBITDA  
Multiple

9.4x

Median Price/Earnings  
Multiple

14.1x

Median EV/Gross CF  
Multiple

18.1x

## Comparable Public Company Market Price Returns as of June 30, 2017

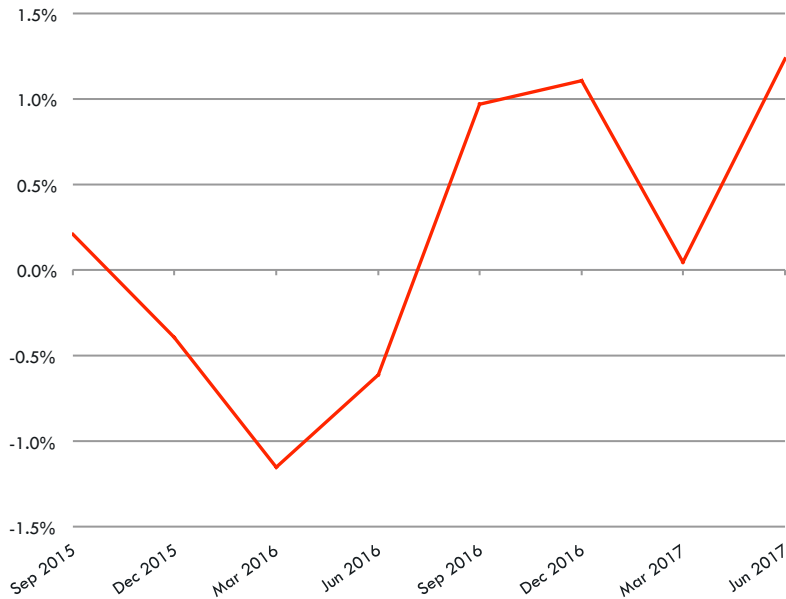
	YTD	3 Month	1 Year	2 Year	3 Year	2016	2015	2014
<b>AMC Networks Inc.</b>	2.0%	-9.0%	-11.6%	-19.2%	-4.6%	8.5%	17.1%	-6.4%
<b>CBS Corporation</b>	0.3%	-8.0%	17.2%	7.2%	0.9%	14.2%	-14.8%	-13.2%
<b>Central European Media Enterprises Ltd.</b>	56.9%	29.0%	89.6%	35.5%	12.4%	-4.6%	-16.2%	-16.4%
<b>Crown Place VCT PLC</b>	5.2%	5.5%	3.0%	-10.3%	-9.8%	-3.4%	-10.1%	-5.9%
<b>Discovery Communications, Inc.</b>	-5.8%	-11.2%	2.4%	-11.9%	-11.4%	-0.9%	-22.6%	-23.8%
<b>Entrevision Communications</b>	-5.7%	6.5%	-1.8%	-10.4%	2.0%	40.4%	19.0%	6.4%
<b>Grupo Televisa, S.A.B.</b>	16.7%	-6.1%	-6.4%	-20.8%	-10.8%	2.6%	-20.1%	12.6%
<b>Scripps Networks Interactive, Inc.</b>	-4.3%	-12.8%	9.7%	2.2%	-5.6%	3.7%	-26.7%	-12.9%
<b>Twenty-First Century Fox, Inc.</b>	1.1%	-12.5%	4.8%	-6.7%	-6.9%	4.9%	-29.3%	9.2%
<b>Viacom, Inc.</b>	-4.4%	-28.0%	-19.0%	-27.9%	-27.1%	-6.5%	-45.3%	-13.8%
<b>Median of Industry Public Companies</b>	0.7%	-8.5%	2.7%	-10.4%	-6.3%	3.1%	-18.2%	-9.6%

Multiple year periods are calculated as the average annual return.

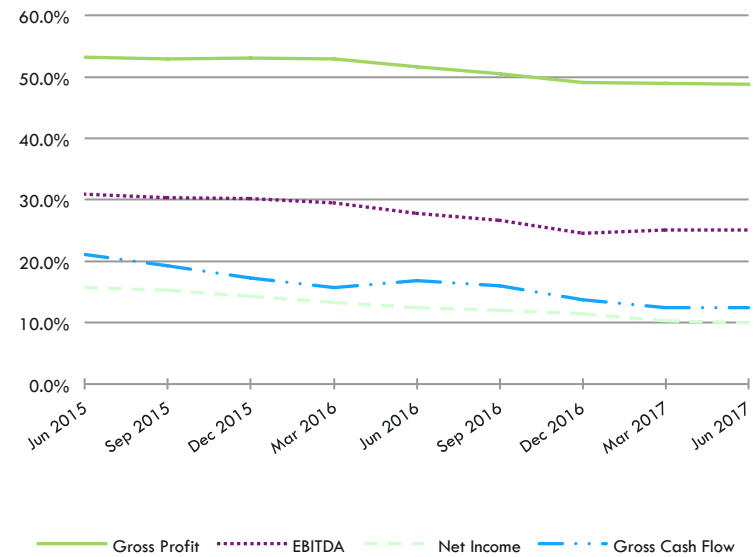
■ Highest Return
 ■ Lowest Return
 ■ Median Return

## Industry Revenue Growth and Profit Margins for the Past Two Years

Median Quarterly Revenue Growth of All TV Broadcasting Companies



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



## Median Public Companies

The chart below illustrates Public Company Multiples.

	6/30/17	3/31/17	12/31/16	9/30/16	6/30/16	3/31/16	12/31/15	9/30/15
<b>EV/Revenues Multiple</b>	3.0x	3.0x	2.6x	2.6x	2.6x	2.7x	3.4x	3.2x
<b>EV/EBITDA Multiple</b>	9.4x	10.7x	9.9x	9.7x	9.6x	10.8x	10.1x	9.6x
<b>Price/Earnings Multiple</b>	14.1x	15.0x	15.9x	14.7x	15.8x	17.8x	15.3x	10.8x
<b>EV/Gross Cash Flows Multiple</b>	18.1x	20.2x	19.6x	18.5x	19.7x	21.8x	18.3x	15.3x

■ Highest Multiple    
 ■ Lowest Multiple    
 ■ Median Multiple

## Industry Initial Public Offerings—Industry: Television Broadcasting (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
5/31/16	GTN Limited	\$1.38	98.9	\$136.1	\$357.1	\$96.8	\$162.5	\$29.4	(\$24.1)	\$29.4
5/11/11	Phoenix New Media Limited	\$11.00	12.8	\$140.4	\$473.1	\$0.0	\$603.4	\$50.0	\$33.1	\$51.2
10/31/06	RR Media Ltd.	\$12.50	3.8	\$47.5	\$27.3	\$0.0	\$40.5	\$11.9	\$7.0	\$13.8
5/31/06	CTC Media, Inc	\$14.00	24.7	\$345.9	\$288.5	\$21.2	\$273.6	\$133.7	\$72.0	\$137.0
3/23/06	Global Traffic Network Inc.	\$5.00	3.8	\$19.0	\$6.6	\$2.2	\$15.4	\$2.5	\$1.4	\$2.8
11/24/03	Nexstar Media Group, Inc.	\$14.00	10.0	\$140.0	\$557.2	\$462.7	\$270.1	\$103.3	(\$96.5)	\$115.9
9/23/03	Journal Communications, Inc.	\$15.00	17.3	\$258.8	\$742.9	\$75.0	\$824.6	\$167.2	\$61.6	\$212.8
5/31/16	GTN Limited	nm	nm	\$140.0	\$357.1	\$21.2	\$270.1	\$50.0	\$7.0	\$51.2

Multiple year periods are calculated as the average annual return.

■ Highest Return    
 ■ Lowest Return    
 ■ Median Return

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

Transaction Date	Target	Acquirer	Transaction Size	% Bought
4/25/17	Asia Television Limited	Rende Finance Limited	\$64.4	52%
2/1/17	RCN Corporation	TPG Capital, L.P.	\$1,600.0	100%
12/8/16	Starz	Lions Gate Entertainment	\$4,207.1	95%
9/30/16	Boxer TV Access AB	Com Hem Holding AB	\$191.2	100%
9/9/16	HC Operating Company, LLC	WideOpenWest Finance	\$53.0	100%
7/1/16	Caribbean Asset Holdings LLC	Atlantic Tele-Network	\$144.0	100%
7/1/16	Junkee Media Pty Ltd	oOh!media Limited	\$8.2	85%
6/21/16	Cablevision Systems Corp.	BC Partners	\$19,433.3	100%
5/1/16	KFXL (FOX) and KHGI	Sinclair Broadcast Group	\$31.3	100%

■ USA   
 ■ International   
 ■ Highest   
 ■ Lowest   
 ■ Median

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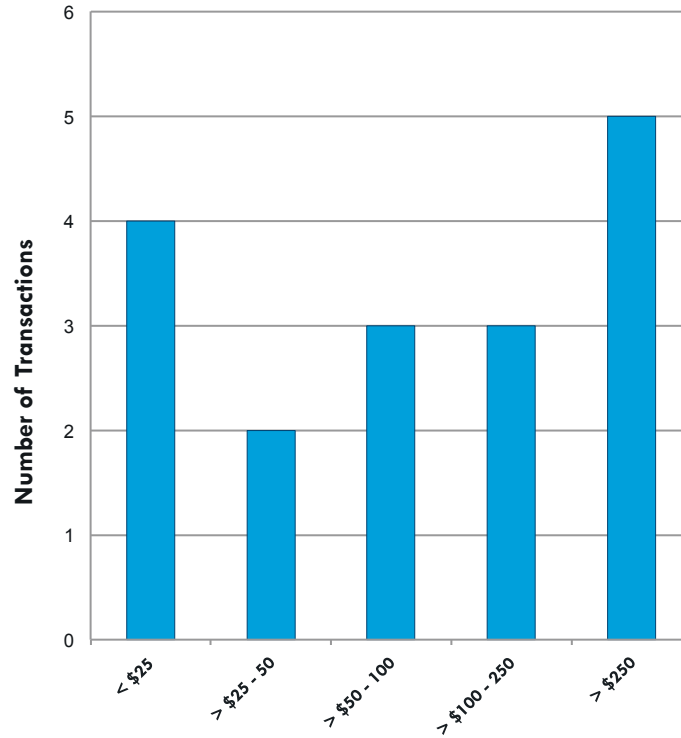
## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

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Transaction Date	Target	Acquirer	Transaction Size	% Bought
4/1/16	Shaw Media Inc.	Corus Entertainment Inc.	\$1,867.9	100%
3/1/16	The Tennis Channel	Sinclair Broadcast Group	\$350.0	100%
2/29/16	UTV Ltd.	ITV Broadcasting Limited	\$154.8	100%
2/1/16	Reiten Television	Nexstar Broadcasting Group	\$44.0	100%
1/26/16	Joker Productions	Splendid Entertainment	\$4.1	100%
1/4/16	International Broadcast Corp.	Spanish Broadcasting System	\$1.9	100%
12/7/15	TV3 Television Network	UPC Ireland B.V.	\$96.6	100%
12/1/15	K4 Media Holdings, LLC	Maxair Media, LLC	\$1.3	100%
4/1/16	Shaw Media Inc.	Corus Entertainment Inc.	\$98.2	100%
Median of the 18 M&A Transaction Targets			\$96.6	100%

USA
  International
  Highest
  Lowest
  Median

## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions) as of June 30, 2017





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**Definitions of Financial Terms Used in this Quarterly Industry Update:** Enterprise Value (EV): Market Value of Equity + Market Value of Debt  
—Cash Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA): Profitability metric sometimes also referred to as operating profit or operating earnings.

**Gross Cash Flows:** Net Income + Depreciation and Amortization Expense Latest Twelve Months (LTM): Financial information is as of the latest twelve months through the date of this Quarterly Industry Update.

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