

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 March 31, 2017, the median 52-week share price return of the Television Broadcasting industry was -25.1%. Between March 31, 2016 and March 31, 2018, the median EV/EBITDA multiple decreased from 10.2 to 10.1. Furthermore, the median price-to-earnings multiple decreased from 16.9 to 9.7 over the same period. The median revenue growth and EBITDA margins for the industry for the quarter were 0.2% and 26.0%, respectively.

Public Company Key Statistics

Median 52-Week
Return

-25.1%

Median 3-Year CAGR
Return

-8.4%

Median EV/Revenue
Multiple

2.4x

Median EV/EBITDA
Multiple

10.1x

Median Price/Earnings
Multiple

9.7x

Median EV/Gross CF
Multiple

10.6x

Comparable Public Company Market Price Returns as of March 31, 2018

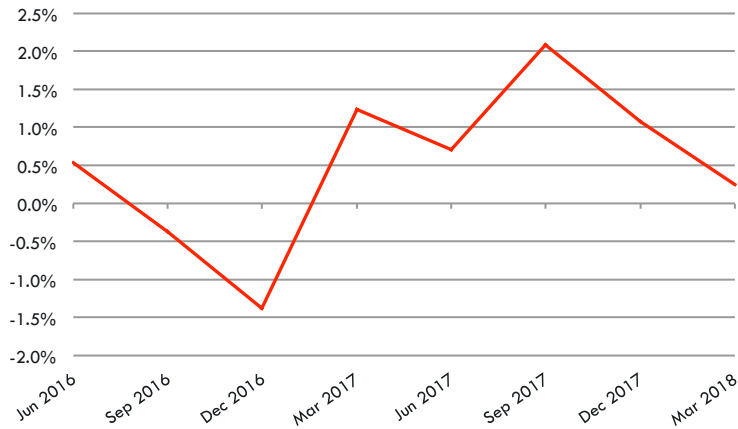
	YTD	3 Month	1 Year	2 Year	3 Year	2016	2015	2014
AMC Networks Inc.	-4.4%	-4.4%	-11.9%	-14.9%	-4.6%	8.5%	17.1%	-6.4%
CBS Corporation	-12.9%	-12.9%	-25.9%	11.9%	0.9%	14.2%	-14.8%	-13.2%
Central European Media Enterprises	-9.7%	-9.7%	35.5%	31.5%	12.4%	-4.6%	-16.2%	-16.4%
Crown Place VCT PLC	4.3%	4.3%	14.1%	-3.6%	-9.8%	-3.4%	-10.1%	-5.9%
Discovery Communications, Inc.	-4.2%	-4.2%	-26.3%	-8.4%	-11.4%	-0.9%	-22.6%	-23.8%
Entravision Communications	-34.3%	-34.3%	-24.2%	-3.7%	2.0%	40.4%	19.0%	6.4%
Grupo Televisa, S.A.B.	-14.5%	-14.5%	-38.5%	-17.2%	-10.8%	2.6%	-20.1%	12.6%
Scripps Networks Interactive, Inc.	-8.2%	-8.2%	-28.1%	24.4%	-5.6%	3.7%	-26.7%	-12.9%
Twenty-First Century Fox, Inc.	6.3%	6.3%	13.3%	12.8%	-6.9%	4.9%	-29.3%	9.2%
Viacom, Inc.	0.8%	0.8%	-33.4%	-13.5%	-27.1%	-6.5%	-45.3%	-13.8%
Median of Industry Public Companies	-6.3%	-6.3%	-25.1%	-3.7%	-6.3%	3.1%	-18.2%	-9.6%

Multiple year periods are calculated as the average annual return.

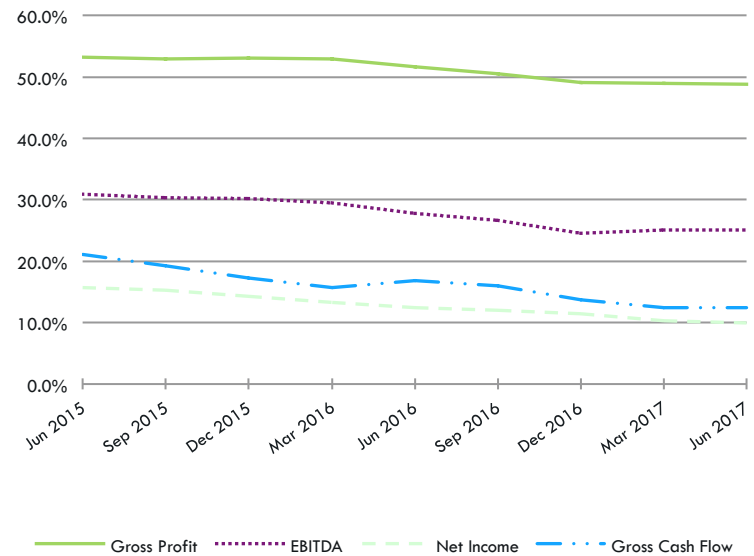
■ Highest Return
 ■ Lowest Return
 ■ Median Return

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



Public Company Median Multiples by Quarter

	3/31/18	12/31/17	9/30/17	12/31/16	9/30/16	6/30/16	3/31/16	12/31/15
EV/Revenues Multiple	2.4x	2.5x	2.3x	2.6x	2.6x	2.6x	2.7x	3.4x
EV/EBITDA Multiple	10.1x	9.1x	8.4x	9.9x	9.7x	9.6x	10.8x	10.1x
Price/Earnings Multiple	9.7x	12.5x	10.8x	15.9x	14.7x	15.8x	17.8x	15.3x
EV/Gross Cash Flows Multiple	10.6x	11.3x	15.9x	19.6x	18.5x	19.7x	21.8x	18.3x

■ 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	Median of all IPOs	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
2/15/18	Midwest Television, Inc.	TEGNA Inc.	\$325.0	100%
10/2/17	Katz Broadcasting, LLC	The E.W. Scripps Company	\$292.0	95%
8/31/17	(Broadcasting Company)	Bettwork Industries Inc.	\$2.9	100%
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%
7/1/16	Boxer TV Access AB	Lions Gate Entertainment	\$4,207.1	95%
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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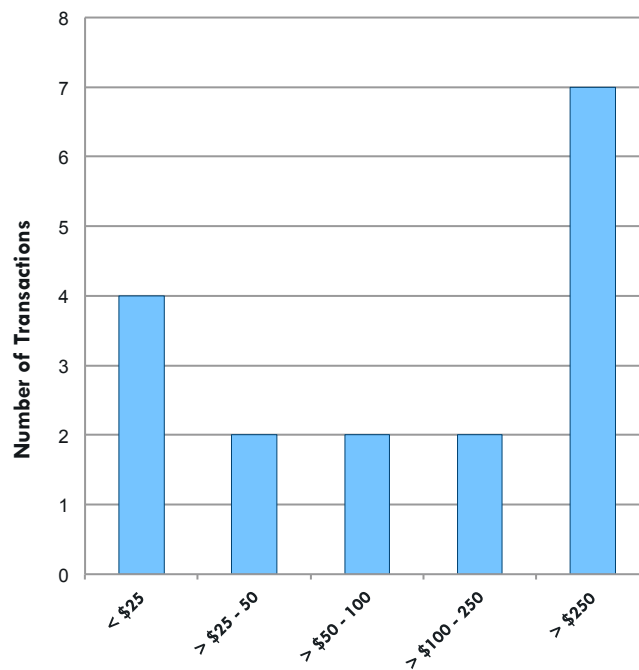
Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

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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 March 31, 2018



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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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