

# Q4: Quarterly Industry Update

AS OF December 31, 2024



## TV Broadcasting Industry Summary

**COGENT VALUATION** identified **TV Broadcasting** publicly traded companies, IPOs, and recent M&A transactions within the TV 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 December 31, 2023, the median 52-week share price return of the TV Broadcasting industry was 23.4%, and the median YTD return was -23.4%. Between December 31, 2023 and December 31, 2024, the median EV/Revenue multiple decreased from 3.8 to 2.7 and the median EV/EBITDA multiple decreased from 11.8 to 9.2. The median price-to-earnings multiple increased from 11.5 to 11.2 and the median EV/Gross Profit multiple decreased from 16.7 to 11.6 over the same period. The median MVIC/ Earnings decreased from 2.2 to 1.4. The median Median Price/Revenue increased from 19.7 to 23.5 over the same period.

### Public Company Key Statistics

Median 52-Week Return	Median YTD Return	Median EV/Revenue Multiple	Median EV/EBITDA Multiple
-23.4%	-.3%	2.7x	9.2x
Median Price/Earnings Multiple	Median EV/Gross Profit Multiple	Median MVIC/ Earnings Multiple	Median Price/Revenue Multiple
11.2x	11.6x	1.4x	23.5x

## Public Company Median Multiples by Quarter

	12/31/24	9/30/24	6/30/24	3/31/24	12/31/23	9/30/23	6/30/23	3/31/23
<b>Median EV/Revenue Multiple</b>	2.7x	3.2x	3.4x	1.7x	3.1x	3.2x	2.9x	3.0x
<b>Median EV/EBITDA Multiple</b>	9.2x	18.0x	17.6x	13.4x	14.6x	14.6x	19.4x	10.7x
<b>Median Price/Earnings Multiple</b>	11.2x	30.1x	20.3x	21.2x	20.8x	19.7x	17.9x	17.7x
<b>Median EV/Gross Profit Multiple</b>	11.6x	22.2x	21.3x	23.6x	24.5x	13.3x	20.4x	25.9x
<b>Median MVIC/Earnings Multiple</b>	1.4x	11.6x	12.7x	13.7x	15.4x	16.5x	12.2x	13.2x
<b>Median Price/ Revenue Multiple</b>	23.5x	3.2x	3.4x	2.7x	10.6x	2.5x	3.2x	3.2x

■ Highest Multiple    
 ■ Median Multiple    
 ■ Lowest Multiple

## Comparable Public Company Market Price Returns as of December 31, 2024

Company Name	Q4 2024	12-months 2024	Two Year <sup>1</sup>	Three Year <sup>1</sup>	2024	2023	2022
AMC Networks Inc.	-4.4%	-11.2%	-14.9%	-4.6%	3.3%	-29.2%	17.1%
CBS Corporation	-12.9%	-25.9%	11.2%	0.9%	-7.3%	35.0%	-14.8%
Central European Media Enterprises	-9.7%	35.5%	31.5%	12.4%	82.4%	-5.2%	-16.2%
Crown Place VCT PLC	-3%	14.1%	-3.6%	-9.8%	9.0%	-14.8%	-10.1%
Discovery Communications, Inc.	-4.2%	-26.3%	-8.4%	-11.4%	-18.4%	2.7%	-22.6%
Entravision Communications	-34.3%	-24.2%	-3.7%	2.0%	2.1%	-9.2%	19.0%
Grupo Televisa, S.A.B.	-14.5%	-38.5%	-17.2%	-10.8%	-10.6%	-23.2%	-20.1%
Scripps Networks Interactive, Inc.	-8.2%	-28.1%	24.4%	-5.6%	8.1%	3.4%	-28.7%
Twenty-First Century Fox, Inc.	6.3%	13.3%	12.8%	-6.9%	23.5%	3.2%	-29.3%
Viacom, Inc.	0.8%	-33.4%	-13.5%	-27.1%	-12.2%	-14.7%	-45.3%
Median of Industry Public Companies	-3%	-23.4%	-3.7%	-6.3%	2.7%	-7.2%	-18.2%

[1] Calculated as the average annual return.

■ Highest Return
 ■ Lowest Return
 ■ Median Return

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

Effective Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets <sup>1</sup>	Debt <sup>1</sup>	LTM Revenue <sup>1</sup>	LTM EBITDA <sup>1</sup>	LTM Net Income <sup>1</sup>	LTM Cash Flows <sup>1</sup>
11/2/24	Access Television Network, Inc.	\$3.04	1.8	\$9.0	\$6.6	\$2.2	\$15.4	\$2.5	\$1.4	\$2.8
3/14/24	GTN Limited	\$1.38	1.9	\$36.1	\$57.1	\$6.8	\$12.5	\$2.4	(\$4.1)	\$9.4
2/24/24	Phoenix New Media Limited	\$11.00	12.8	\$140.4	\$473.1	\$0.0	\$603.4	\$50.0	\$33.1	\$51.2
12/1/23	RR Media Ltd.	\$12.50	3.8	\$47.5	\$27.3	\$0.0	\$40.5	\$11.2	\$7.0	\$13.8
12/31/22	CTC Media, Inc	\$14.00	24.7	\$345.9	\$288.5	\$21.2	\$273.6	\$133.7	\$72.0	\$137.0
3/23/22	Global Traffic Network Inc.	\$5.00	3.8	\$19.0	\$6.6	\$2.2	\$15.4	\$2.5	\$1.4	\$2.8
11/24/21	Nexstar Media Group, Inc.	\$14.00	10.0	\$140.0	\$557.2	\$462.7	\$270.1	\$103.3	(\$96.5)	\$115.9
9/23/21	Journal Communications, Inc.	\$15.00	17.3	\$258.8	\$742.9	\$75.0	\$824.6	\$167.2	\$61.6	\$212.8
6/31/16	Median of all IPOs	\$11.75	6.9	\$93.75	\$172.80	\$4.50	\$155.30	\$30.60	\$4.20	\$32.50

[1] As of the effective date of the IPO

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

Transaction Date	Target	Acquirer	Transaction Size	% Bought
12/12/24	<b>WildBrain Ltd.</b>	<b>House of Cool Inc.</b>	\$34.7	100%
11/18/24	<b>iHeartMedia, Inc.</b>	<b>Unified Enterprises, Corp</b>	\$24.2	100%
3/12/24	<b>Katz Broadcasting, LLC</b>	<b>TEGNA Inc.</b>	\$325.0	100%
1/11/24	<b>(Broadcasting Company)</b>	<b>The E.W. Scripps Company</b>	\$292.0	95%
11/20/23	<b>Asia Television Limited</b>	<b>Bettwork Industries Inc.</b>	\$2.9	100%
7/15/23	<b>RCN Corporation</b>	<b>Rende Finance Limited</b>	\$64.4	52%
4/1/23	<b>Starz</b>	<b>TPG Capital, L.P.</b>	\$1,600.0	100%
2/23/23	<b>Boxer TV Access AB</b>	<b>Lions Gate Entertainment</b>	\$4,207.1	95%
1/7/23	<b>HC Operating Company, LLC</b>	<b>Com Hem Holding AB</b>	\$191.2	100%

[1] As of the close of the Transaction

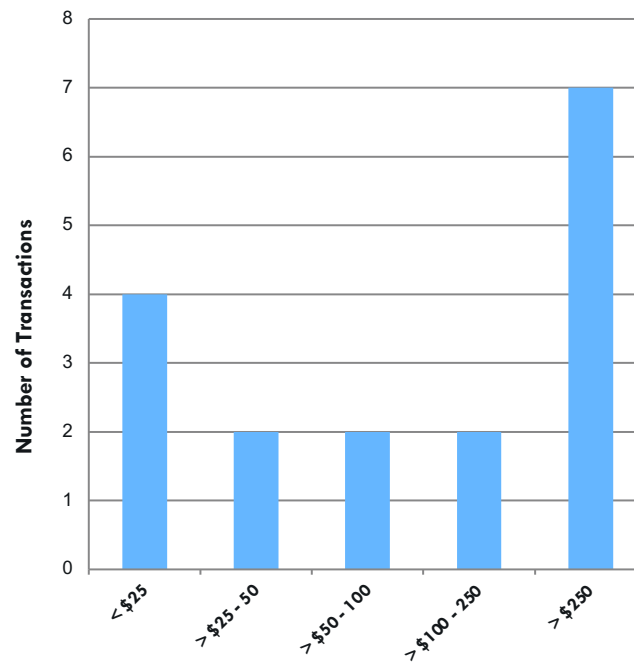
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## Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought
9/21/22	Nova TV d.d.	Slovenia Broadband S.a r.l.	\$17.6	100%
6/15/22	Midwest Television, Inc.	TEGNA Inc.	\$100.2	95%
6/12/22	Katz Broadcasting, LLC	The E.W. Scripps Company	\$325.0	100%
12/12/21	(Broadcasting Company)	Bettwork Industries Inc.	\$292.0	52%
2/13/21	Asia Television Limited	Rende Finance Limited	\$64.4	95%
2/8/21	RCN Corporation	TPG Capital, L.P.	\$1,600.0	85%
9/30/20	Starz	Lions Gate Entertainment	\$191.2	100%
9/9/20	HC Operating Company, LLC	WideOpenWest Finance	\$31.3	100%
<b>Median of the M&amp;A Transaction Targets</b>			<b>\$96.6</b>	<b>100%</b>

[1] As of the close of the Transaction

## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions) as of December 31, 2024



**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.

**Market Value of Invested Capital (MVIC):** Market Value of Equity + Market Value of Debt

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