MediaWatch | February 2025

WHAT NOW?

EDISON CLIENTS MENTIONED IN THIS REPORT

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Geopolitics is dominating the discussion and, at time of writing, there can be no certainty on how this will play out for the Media sector. It looks as if GDP growth levels in the US will be lower than previously anticipated and, as media spend is broadly aligned, we expect to see forecasts reined in. Household budgets are clearly going to remain under pressure. Underlying uncertainty, coupled with a lack of clarity over how AI will affect business models and practices, may continue to delay the implementation of larger digital transformation projects. So where are the bright spots? For those corporates able to raise their eyes to a farther horizon, there are ample prospects for M&A, with undervalued assets and teams, particularly in the UK and European markets. In our analysis, we highlight stocks trading below their long-term average ratings in the UK, Continental Europe and North America. We include a further screen that gives some indication of relative value, by comparing prospective EV/sales multiples (including leases) with EBITDA margins. The clear majority of stocks covered here look attractive on this basis and, when sentiment finally shows more robust improvement, we expect these discounts to narrow relatively quickly.

MediaWatch: An introduction

This is our ninth edition of MediaWatch and, as we build the data, we believe it delivers increasing value. The premise remains the same: we look at performance and changes to consensus forecasts for companies in the media sector across UK, European and US markets. We highlight the direction of travel for revenue and EBITDA (as a proxy for earnings) by looking at estimate changes across the seven constituent media and entertainment subsectors, as defined by the MSCI Global Industry Classification Standard (GICS), for CY24 and CY25. We then look at the individual stock level to see where current valuations are compared to their long-term averages, using values back to 2006 to smooth out the cycle. On the basis of our screens, a large majority of stocks continue to trade at a substantial discount to their long-term average ratios, which indicates that pricing remains too low or that market earnings estimates are still too high, or both. In this edition, we have again included the absolute numbers of upgrades and downgrades in each subsector, information sometimes swamped by movements in the dominating stocks.

KEY THEMES

Where are we?

With the first few weeks of January come the swathe of opinions on the outlook for the year. In February 2024, our edition of MediaWatch was entitled Rinse and repeat, reflecting that once again observers were trying to adopt an optimistic tone but were cautioning that any improvement in performance was likely to be weighted to the back end of the calendar year, as they had at the start of 2023. As repeating document titles plays havoc with tagging, we have had to come up with another version, but the sentiment is broadly similar. It feels as if the media industry, at least in the UK, is wanting to portray a positive aspect, but that the cold reality of a stuttering economy and consequent weakness in consumer sentiment is undermining optimism, so constantly pushing out the timescale for when the good times roll. That is not to say that there aren't good market opportunities and individual stocks with good potential to outperform, more that there is, for now, no rising tide to lift all with it.

The US is a more complex scenario, with a rapidly shifting economic framework and inflationary pressure likely to build. The major media sector stocks, the likes of Alphabet, Meta Platforms and Netflix, have the protection of scale on their side, but strong share price performance over CY24 raises obvious questions about how much further ratings can climb if earnings do not follow.

The discrepancy in ratings between North America and the UK and Europe undoubtedly raises questions about how management teams can best achieve an optimum return for their shareholders. The media sector is not, in very general terms, a great consumer of investment capital (although substantial sums are currently being spent on adapting business models to utilise AI), so cash conversion is high in comparison to the market. With traditional dividends not always popular due to taxation considerations, there has been a marked shift towards share buybacks as a method to return value. But this is doing no favours to liquidity, which remains a concern and often limits share price appreciation. Low stock market valuations in the UK in particular are also inhibiting the use of equity as acquisition currency. This can be particularly important when what is being bought may be based on established personal relationships which the acquirer will want to retain within the enlarged business, as opposed to buying physical assets or IP. From an external perspective, UK assets look good value.

Bundling up against the cold

The cycle goes round and round. Why am I paying for all these things I don't need? Here, have this specialist offering that caters for exactly your taste! And this one, oh, and this etc. Oh, and surely you can't not get this one for the children? Which feeds into, gosh, wouldn't it be easier if I could get all of this in one place? How about this bundle with these two elements? What? You still need to have a way of watching documentaries about guillemots? And European football? Well then, what you really need is this bundled package, and round we go again.

Sports really matters in this context. The recent NFL Super Bowl was watched by an average of 127.7 million US viewers across television and streaming platforms, a record and up 3% over the 2024 event. It was televised by Fox, Fox Deportes and Telemundo and streamed on Tubi as well as the NFL's digital platforms (last year's was on CBS, Nickelodeon, Univision and streaming platforms). This is one in every 2.7 people in the entire US population.

Disney's ESPN, Fox and Warner Brothers Discovery had combined their efforts to make serious inroads in their live sports market share with a streaming joint venture, Venu Sports. This would have brought together those partners' sports assets, including ESPN, FS1 and TNT. Fubo, a virtual multichannel video programming distributor (vMVPD), objected and brought an antitrust litigation, winning a preliminary injunction blocking Venu's launch. The situation has now been resolved with a 70%-owned Disney enterprise buying Fubo to combine with Disney's Hulu + Live TV vMVPD service. Venu has formally now been abandoned.

Back in July, the National Basketball Association (NBA, the oversight body for basketball in the US) announced that it had renewed its partnership with Disney and reached new agreements with NBCUniversal and Amazon to telecast NBA games beginning with the 2025–26 season and running through the 2035–36 season. The deal is reportedly worth $76bn, an 11% uplift on the previous arrangements.

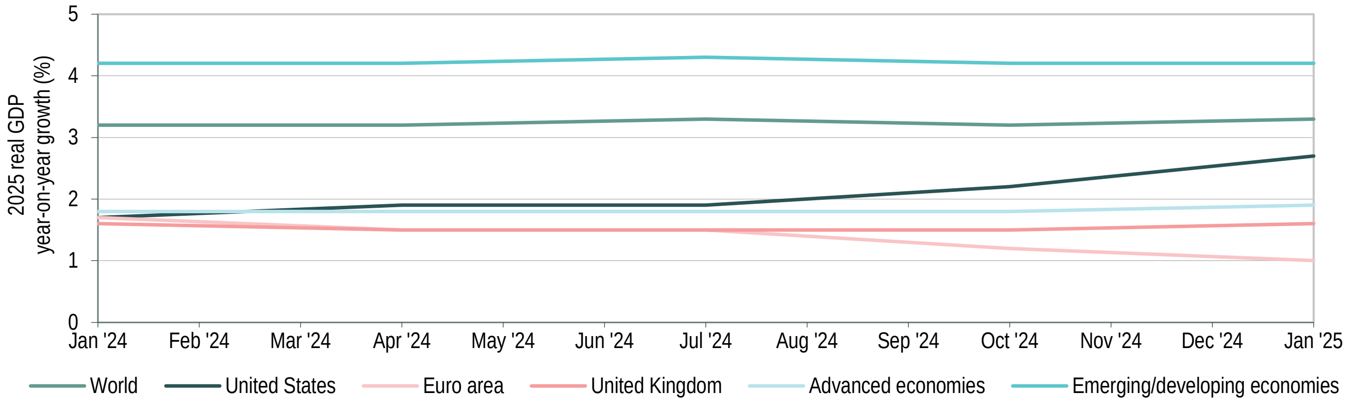
Until recently, Netflix had sidestepped the auctions for sports rights and its new-found ambitions in this area are summarised in this statement from its Q4 earnings release: 'We're not focusing on acquiring rights to large regular season sports packages; rather, our live strategy is all about delivering can't-miss, special event programming.' It is proving that the right picks can drive massive audiences – itemised in this Netflix press release, which cites 108m live streams of the Jake Paul versus Mike Tyson boxing match, and special NFL matches. Streaming has now started of the World Wrestling Entertainment, as announced in early 2024, in a deal reportedly valued at over $5bn including the archive. It has recently won the exclusive rights for live US coverage of the next two FIFA Women's World Cups in 2027 and 2031, with the price paid kept out of the public domain. It may be that this presages a broader approach to Netflix's live sports coverage, which brings substantial, engaged and potentially sticky audiences. Rumours are afoot that it is considering bidding for the US rights to Formula One from 2026 (currently with ESPN). One thing that is certain is that it has to have compelling and exclusive content in order to justify the continuing increases in subscription fees.

MACRO OVERVIEW

Global growth forecasts stable but below long-term average

In its January 2025 World Economic Outlook, the International Monetary Fund (IMF) modestly upgraded its global growth estimate for 2025, although there were quite divergent trends in estimates for the countries and regions. Overall, the global growth estimate for 2025 increased by 0.1% to 3.3% from the October 2024 update and the IMF forecasts a similar rate of growth in 2026. The estimated growth rates remain below the long-term 2000–19 average of 3.7%. The key driver of the increase for 2025 was a significant upgrade to predicted growth in the US to 2.7%, from 2.2% in October 2024 (having been only 1.7% at the start of 2024). There were further downgrades to estimated growth rates for the euro area, to 1.0% from 1.2% in October 2024 and 1.7% at the start of the year, as growth in Germany, France and Italy slowed, while Spain improved. The IMF's relative optimism for the UK increased, forecasting 1.6% growth in 2025 versus 1.5% in October 2024. However, this comes off a lower expected base for 2024 than previously anticipated of 0.9% growth versus the 1.1% predicted in October 2024.

Exhibit 1: Real GDP growth estimates for 2025

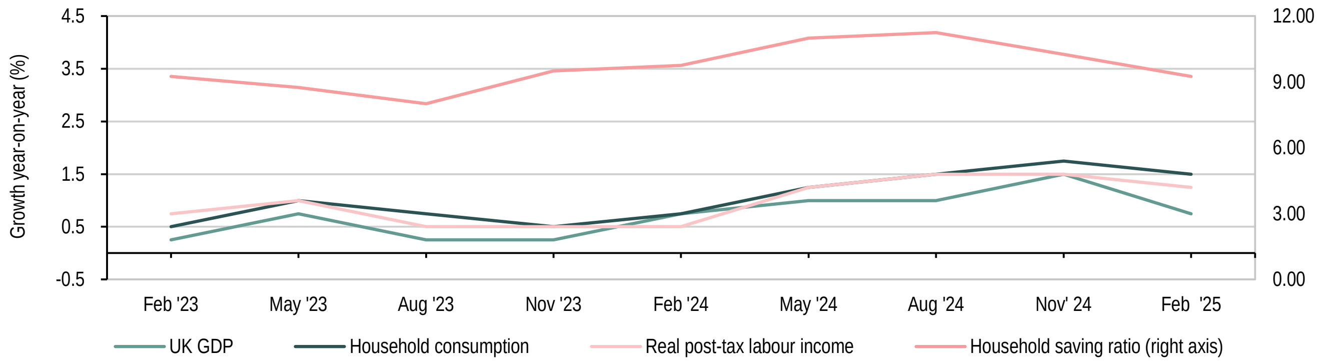


Source: International Monetary Fund

Focusing on the UK, the big event of the fourth quarter was the first budget from the recently elected Labour government. As we show below, in the consumer confidence data etc, the Budget appears to have undermined, in the short term, what was a relatively fragile economic recovery. Before that let us examine the Bank of England's (BoE's) updated growth estimates in February 2025.

Throughout 2024, there was a general uptrend in the BoE's growth estimates for the UK, but this reversed in its February 2025 update. The BoE has halved its GDP growth estimate for CY25 to 0.75% from 1.5%, on a lower CY24 base than previously forecast. It also cut its estimates for growth in household consumption and real post-tax labour income, as well as further reducing its prediction for the household saving ratio. Looking on the bright side, the BoE is forecasting better GDP growth for CY26, of 1.5%, than previously.

Exhibit 2: Bank of England forecasts for 2025



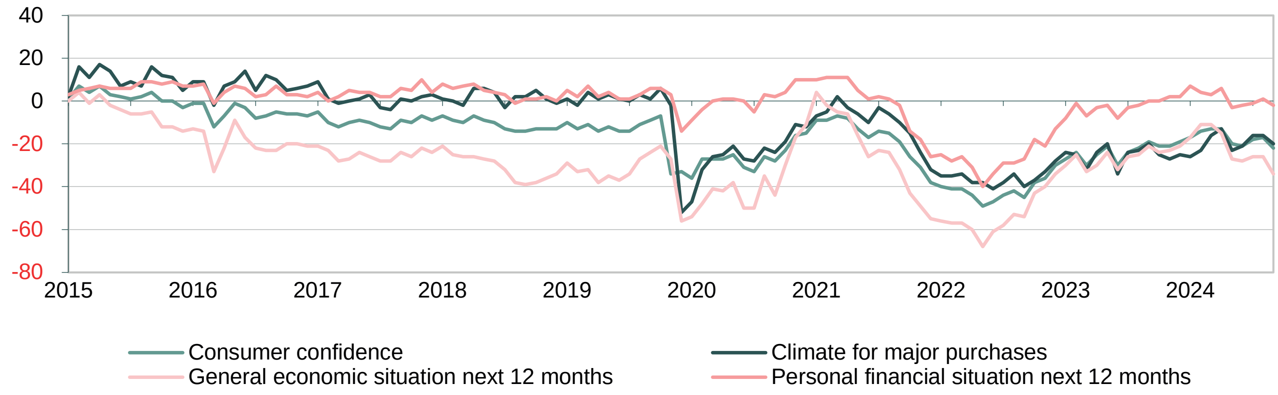
Source: Bank of England

Back in October 2024, at the time of the Budget, the Office for Budget Responsibility (OBR) forecast better economic growth in 2025 of 2% versus 2024's 1.1% and, perhaps most importantly for our consumer sectors, greater growth in household consumption (1.7% in 2025 and 1.9% in 2026 versus 0.4% in 2024) as real household disposable income was expected to continue to grow in the near term (2.1% in 2025 and 0.6% in 2026 versus 2.4% in 2024) before a sharp slowdown thereafter. The OBR's prior forecasts now appear optimistic versus the BoE's update.

Consumer confidence has waned

UK consumer confidence has definitely hit the buffers over the last few months, with the overall confidence indicator for January 2025 back to the same level as December 2023. Perhaps the most worrying recent changes were the deterioration in the indicator for 'personal finances over the next 12 months', which has been negative in four of the last five months, having moved into positive territory in January 2024 for the first time since December 2021, and a further deterioration in the indicator for 'general economic situation next 12 months'. The one chink of light might be found in the 'climate for major purchases' indicator in January 2025, which was broadly in line with the average level over the last 12 months; however, it was also on a downward trajectory in the month.

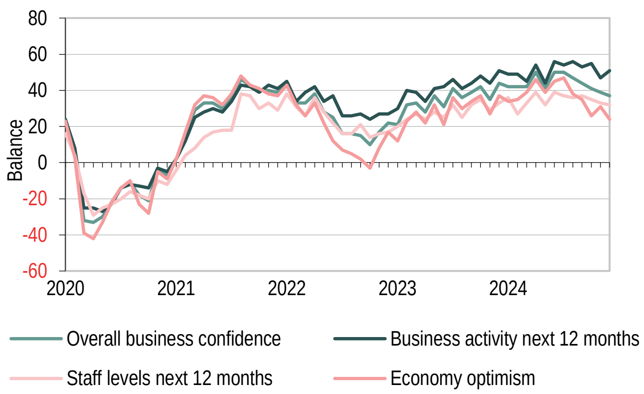
Exhibit 3: GfK UK consumer confidence



Source: LSEG Data & Analytics

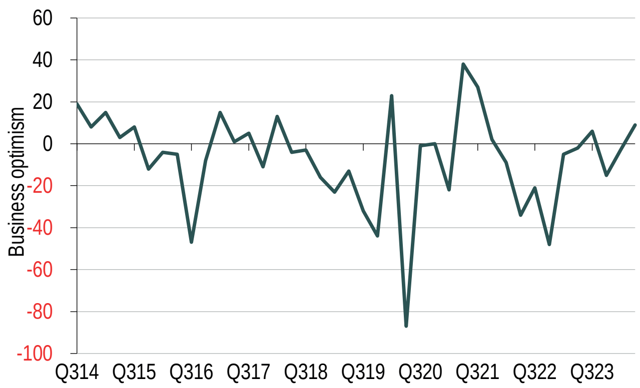
While there are a number of supporting factors for consumer spending (real pay increases, the proposed increase in the National Living Wage and expected lower interest rates), we believe the negative commentary from companies and the media on the potential effects of the Budget on business is likely to be weighing on consumers. There has been a lurch down in business confidence in recent months. The Lloyds Bank Business Barometer has reported five consecutive months of decline in business confidence, and a decline in optimism for the economic outlook and staff levels in the next 12 months in four of the last five months.

Exhibit 4: Lloyds Bank Business Barometer



Source: LSEG Data & Analytics

Exhibit 5: Confederation of British Industry business optimism

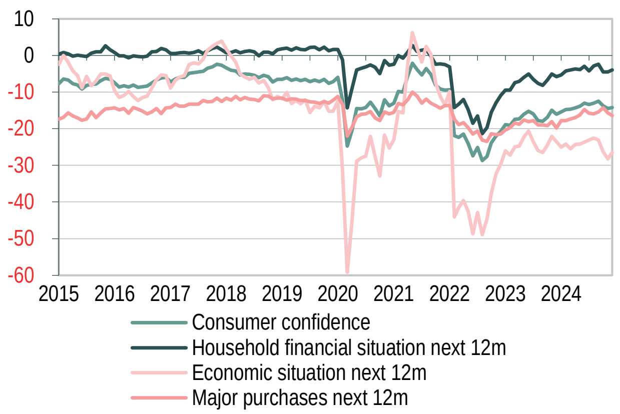


Source: LSEG Data & Analytics

Moving overseas, while consumer confidence in the euro area deteriorated in every month of Q424, the overall level of -14.5 in December 2024 was higher than in December 2023, although it remains below the long-term average. There was a minor improvement in the indicator in January 2025. The January 2025 indicators for 'major purchases next 12 months' and 'household situation next 12 months' are all higher than they were a year ago, while the indicator for 'economic situation next 12 months' has moved downwards in each of the last three months and remains lower than a year ago.

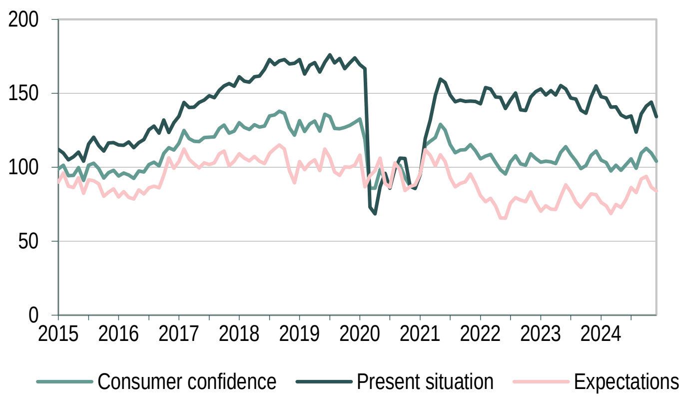
Following two months of rising consumer confidence in the US in October and November 2024, it has declined significantly in the last two months and is at levels well below the average over the last 10 years. There was a significant drop in the Present Situation Index, which is based on current business and labour market conditions.

Exhibit 6: Euro area consumer confidence (European Commission)



Source: LSEG Data & Analytics

Exhibit 7: US consumer confidence (The Conference Board)

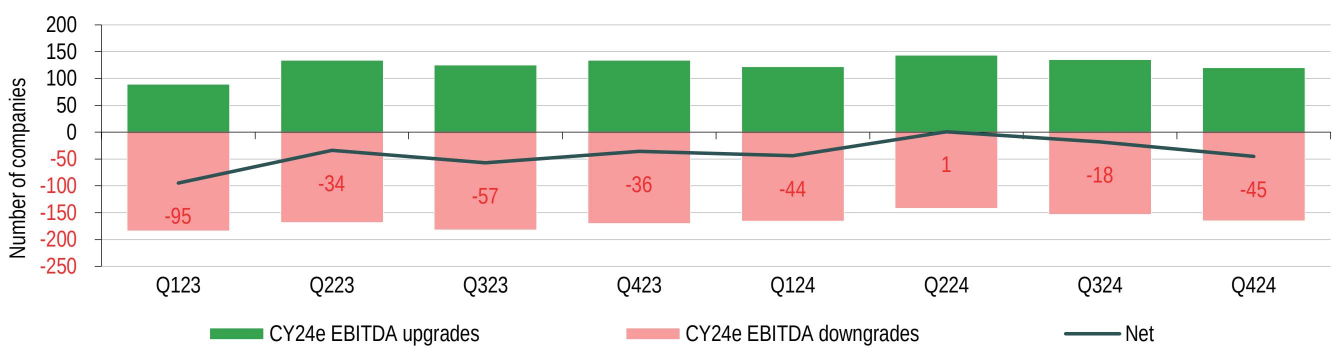


Source: LSEG Data & Analytics

Media sector in Q424

The variability in macroeconomic outlook referred to above is reflected in the changes to profit expectations across the sector. The negative momentum building in Q324 extended into Q424 as the hoped-for recovery towards the tail end of the year failed to materialise. Upgrades have not completely disappeared, but they are more likely to be related to company-specific factors rather than market improvements.

Exhibit 8: Quarterly progression in upgrades or downgrades to CY24 profit estimates



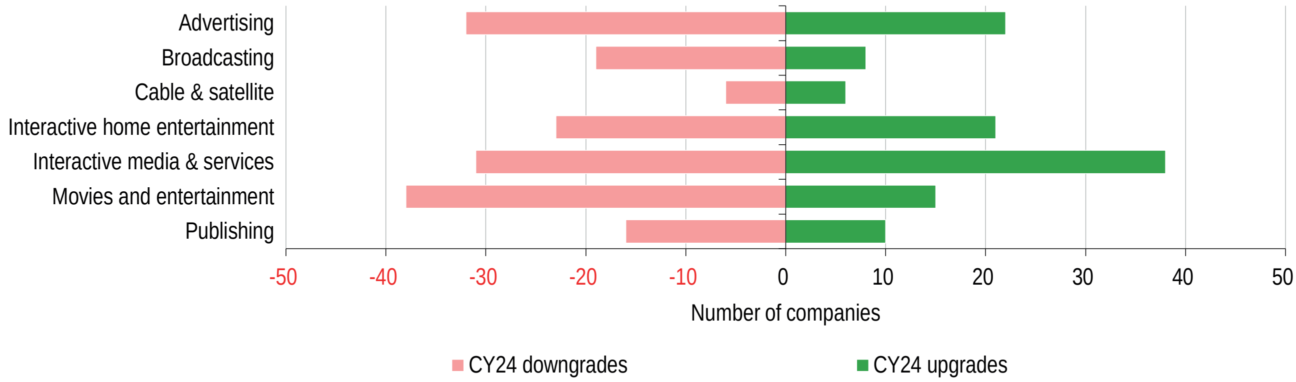
Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

In Q424, the best stock market performance came from the North America movies and entertainment subsector, where Netflix, Disney and Spotify all put in very strong share price increases. European interactive home entertainment also had a good quarter, although it should be noted that this subsector only accounts for 8% of the quoted European media sector. North American interactive media and services continued its good run, powered by the outperformance of Alphabet and Meta Platforms.

At the other end of the scale, the weakest performing subsectors were the European broadcasting and cable and satellite subsectors, but again these are comparatively small, accounting for around 10% of the European media sector between them.

Across the geographies, the number of downgrades has increased, while the number of upgrades has decreased.

Exhibit 9: Q424 upgrades and downgrades to CY24 profit estimates by sector



Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

The movements in CY24 EBITDA forecasts have been less marked in the quarter, with the only meaningful upward revisions in those for the UK entertainment and North American interactive media and services sectors. The European entertainment sector was the only sector to record a meaningful decline in EBITDA forecasts, with the individual factors discussed in greater detail in the regional reporting below.

Looking at these consolidated estimates, there are unlikely ever to be dramatic changes from quarter to quarter, bar major international shocks. Revenue forecast growth for the UK for CY24 remains at a decline of 1% (was an uplift of 1% at the end of Q324), with expectations for CY25 maintained at 4%, having edged up to 5% at the close of Q2. There have been no meaningful changes to revenue growth expectations, which remain very modest for CY25 at 4% for both the UK and Continental Europe, with more robust growth in North America. On the EBITDA front, there is a small reduction in the expectation for UK CY24 EBITDA margin from 18.5% to 18.1%, rising back to 18.5% for the following year, while North American margins are now expected to expand more in CY25 to 34.8% (was 34.4% at end September).

Exhibit 10: Regional media consensus estimates

Region	Market value change		Revenue growth		EBITDA growth		EBITDA margin	
	Q424	FY24	CY24e	CY25e	CY24e	CY25e	CY24e	CY25e
United Kingdom (£)	-1%	4%	0%	4%	3%	6%	18.1%	18.5%
Continental Europe (€)	-5%	-2%	16%	4%	7%	7%	17.8%	18.4%
North America (US$)	9%	35%	8%	8%	26%	12%	33.4%	34.8%

Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

Relative sector valuations

In Exhibit 11 we show the valuations of the subsectors across all geographies as at 31 January 2025, ordered by the greatest discount to long-term average EV/EBITDA multiples, to highlight the relative valuations across the geographies and subsectors.

For the regional screen we show the following:

- Consensus CY25 revenue and profit estimates (we have now rolled all these metrics forward one year so to be forward-looking rather than backward-looking).
- The absolute change in expected CY25 EBITDA margin between October and December 2024. The changes can reflect a combination of the introduction/removal of estimates for an individual company that was included/excluded previously, underlying changes to estimates and changes in foreign exchange rates during the period for those companies with overseas earnings.
- The prospective EV/sales and EV/EBITDA multiples for CY25, priced as at end January 2025, and how they compare with the long-term average multiples. The end-January date is due to the timing lag in preparing the data. The long-term average covers the period 2006–24, so that we include changes over the cycle (ie to include the global financial crisis of 2007–08). Unlike the company-specific screens, we have included EBITDA loss makers within the aggregate multiple to fully reflect the forecast profitability and subsequent ratings of the subsectors. Our enterprise value calculation includes IFRS 16 accounting changes, effective from 1 January 2019. Consequently, IFRS accounting changes will affect the comparability of EV/EBITDA multiples either side of that date, given that it affects both the numerator and the denominator of the multiple. The subsectors are sorted by ascending order of the discount/premium to their long-term average.
- For the company screens, we have excluded companies that are either currently EBITDA loss-making or where the long-term average EV/EBITDA multiple is negative. We have also only included those companies for which consensus is forecasting positive free cash flow in CY25 and CY26. Consequently, not every company in the region is shown in our screens.
- For the individual company screens, we show the CY25 EBITDA margin relative, which shows how the subsector's prospective margin compares with the range of reported profit margins between 2006 and 2023. A negative percentage indicates an expected margin that is below those achieved between 2006 and 2023, a percentage between 0% and 100% indicates where the expected margin is within the range within that period and a percentage greater than 100% indicates an expected margin that is greater than the subsector has achieved within that same period of 2006 to 2023. Comparison of relative margins over time is helpful in providing some context for the prospective EV/EBITDA multiples versus historical multiples.

At the end of January 2025, 13 of the 20 subsectors were trading at discounts to their long-term average EV/EBITDA multiple. For 18 of the subsectors, the market was expecting sales growth in CY25 and for 19 of the subsectors, profit growth.

EBITDA margins were broadly unchanged in the quarter at the sector level. As seen in Exhibit 11, a number of subsectors across all three regions continue to trade at significant discounts to their long-term average EV/sales and EV/EBITDA multiples. In absolute terms, there is considerable variation between multiples, with the UK companies at a clear disadvantage. UK and EU broadcasting subsectors are on the lowest ratings on EV/Sales and EV/EBITDA, with (unsurprisingly) North American interactive media and services and movies and entertainment on the most expansive ratings.

Exhibit 11: Relative subsector valuations at end January 2025

Regional sub-sectors	Sales growth CY25e	EBITDA growth CY25e	CY25e sales change -3m	CY25e EBITDA change -3m	Change in CY25 EBITDA margin -3m	EV/sales CY25e (x)	Premium/(disc) to long-term average EV/sales	EV/EBITDA CY25e (x)	Premium/(disc) to long-term average EV/EBITDA
UK Broadcasting	1%	4%	(2%)	(2%)	(1%)	0.6	(66%)	4.2	(48%)
UK Interactive home entertainment	6%	15%	0%	(1%)	(0%)	1.3	(98%)	5.8	(46%)
EU Cable & satellite	4%	2%	(0%)	0%	0%	1.6	(67%)	4.4	(43%)
EU Broadcasting	3%	1%	(0%)	(3%)	(0%)	0.5	(66%)	4.6	(39%)
EU Interactive home entertainment	1%	9%	(5%)	(2%)	1%	2.0	(28%)	6.0	(36%)
UK Movies and entertainment	22%	28%	(3%)	(6%)	(1%)	1.1	(1%)	8.0	(34%)
NA Interactive media & services	12%	16%	1%	3%	1%	5.9	4%	12.7	(18%)
NA Cable & satellite	(1%)	1%	0%	(0%)	(0%)	2.3	(32%)	7.1	(17%)
UK Advertising	2%	6%	(2%)	(0%)	0%	1.4	(8%)	7.7	(14%)
NA Broadcasting	(2%)	(15%)	(1%)	(1%)	0%	1.2	(41%)	7.3	(9%)
NA Interactive home entertainment	15%	28%	1%	2%	0%	3.2	(0%)	14.5	(8%)
UK Interactive media & services	8%	10%	(1%)	(1%)	0%	8.1	(3%)	16.3	(6%)
EU Interactive media & services	9%	17%	(3%)	(4%)	1%	4.1	(14%)	13.6	(0%)
UK Publishing	2%	3%	2%	(1%)	(1%)	1.3	11%	5.6	6%
EU Advertising	7%	9%	0%	(0%)	(0%)	1.4	1%	7.8	6%
NA Advertising	12%	17%	(1%)	(1%)	(0%)	2.1	40%	10.4	13%
EU Publishing	3%	9%	(1%)	(3%)	2%	1.4	31%	9.5	13%
NA Publishing	3%	10%	(0%)	2%	0%	1.6	41%	9.7	21%
EU Movies and entertainment	5%	11%	0%	(1%)	(0%)	1.7	33%	11.6	22%
NA Movies and entertainment	7%	14%	(1%)	0%	0%	3.4	22%	16.4	59%

Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

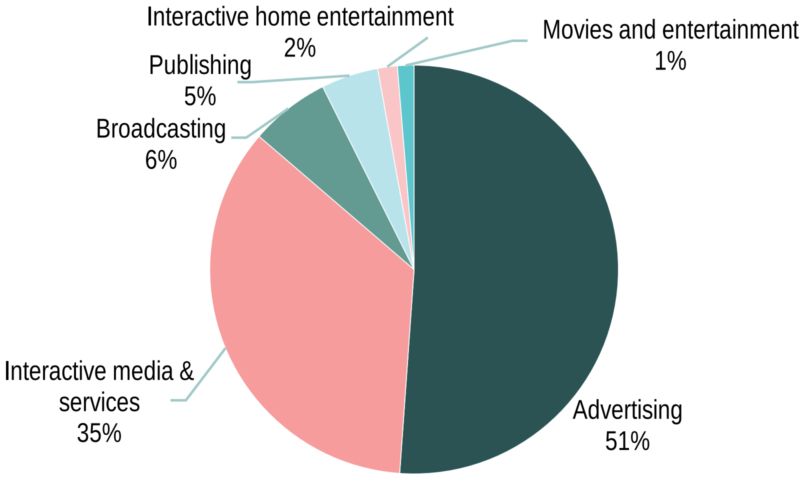
For the individual company screens, we provide two screens. We look at prospective EV/sales multiples (including lease liabilities) versus prospective FY25 EBITDA margins to give a better sense of relative valuation among the sectors. We work on the assumption that a higher level of profitability would justify a higher valuation, all other things being equal, while recognising that different industries have different investment requirements, growth rates and levels of profitability. For EV/sales versus EBITDA margin, we draw a line of best fit and select the companies below that line of best fit (ie those that have a relatively low EV/sales multiple for a given EBITDA margin). We note that across all regions, there was almost no correlation at all (R-squared of >0.10) between EV/EBITDA multiples and prospective EBITDA margins. We supplement this with a screen that looks at the prospective EV/EBITDA multiples for these companies versus their historical multiples, to provide a good comparison of a company's absolute value versus its own history. Owing to some data visibility issues, only the UK market screens are displaying the individual companies' premium or discount to long-term EV/EBITDA at this time.

We create the subindustry aggregations bottom-up, by summing the data for the individual companies in the sectors. The quoted changes in market values and growth rates for estimates are on a like-for-like basis (ie we only include data for a company if there are data for both the base and current period). The source of our data is LSEG Data & Analytics (formerly Refinitiv), and so we are dependent on the completeness (LSEG may not include data from all covering analysts and may not include every line item of the analysts' models), timeliness and therefore accuracy of its data.

UNITED KINGDOM

We show the breakdown of the UK media GICS subsectors by market capitalisation in Exhibit 12 at the end of Q424. We hope to show the drivers behind the movements in the media in each region. The UK has a heavy weighting to the advertising and interactive media & services subsectors, followed by broadcasting. The remaining subsectors account for 6% or less of the total.

Exhibit 12: UK GICS media subsector breakdown by market value

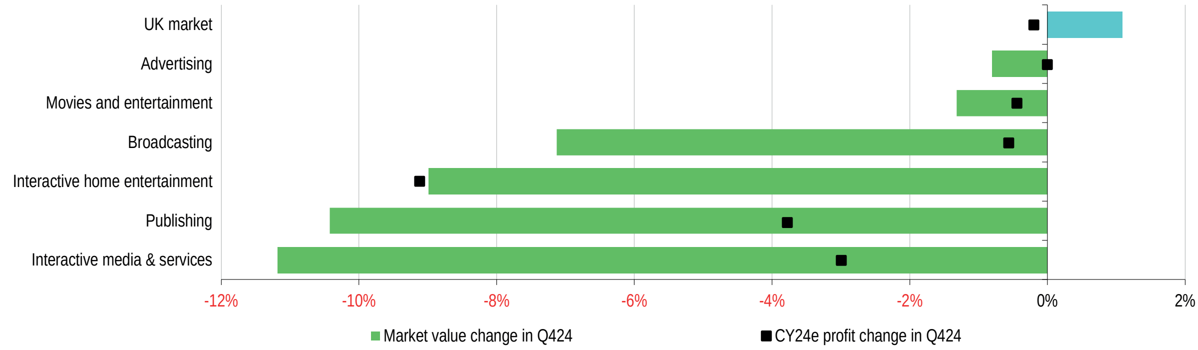


Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

The UK media's -1.4% return in Q424 underperformed the wider UK market's -0.8% return, reversing the outperformance of the preceding quarter. Of the six subsectors, only one was in positive territory in the quarter – advertising, which posted a gain of 1%. The other five subsectors all showed declines, ranging from modest (interactive media & services down 1%) to marked (broadcasting down 11%). With ITV accounting for 96% of the broadcasting total market value, this simply reflects the single stock. With Canal+ having listed in December, the two stocks will dominate, with ITV at 57% and Canal+ at 41% at current prices. The better performance from the advertising sector stems from the 8% uplift in market value in WPP over the quarter, offset by some weakness from Informa and 4imprint.

The overall performance of the media sector was slightly more than the net downgrade to aggregate CY24e EBITDA of -0.6% in the quarter. All the subsectors experienced a lowering of CY24 EBITDA expectations of between -0.4% and -9.1% (interactive home entertainment). Over the year as a whole, expectations of EBITDA growth were pared back by 1.7%, while revenue estimates were down 4.2%, implying that margins for the year are set to be higher than initially anticipated.

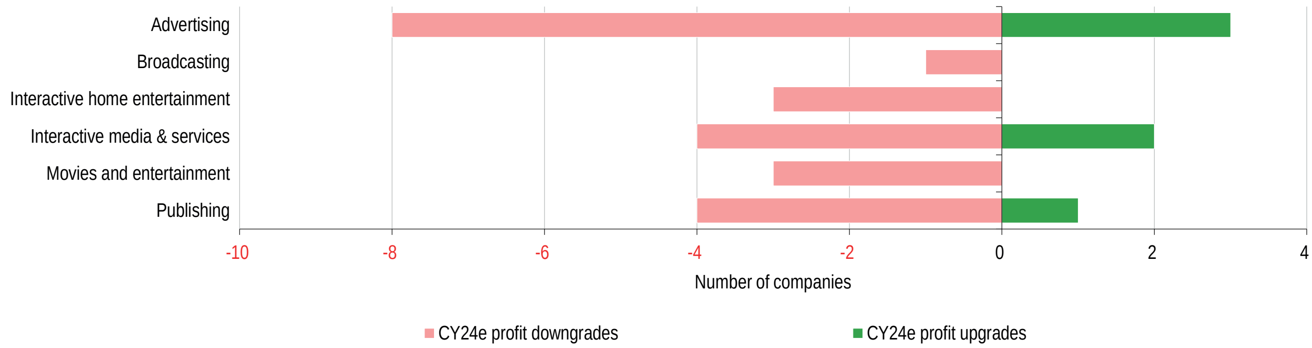
Exhibit 13: UK sector performance versus consensus CY24 profits in Q424



Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

In Exhibit 14 we show the number of companies receiving upgrades and downgrades in Q424 within the subsectors to eliminate any skewing of estimate changes for the major companies and display the overall health of the subsectors. The UK saw a reversal of the previous two quarters' net upgrades to net downgrades. Three out of the six subsectors had stocks with upgraded estimates, but these were outnumbered by the downgrades in all cases.

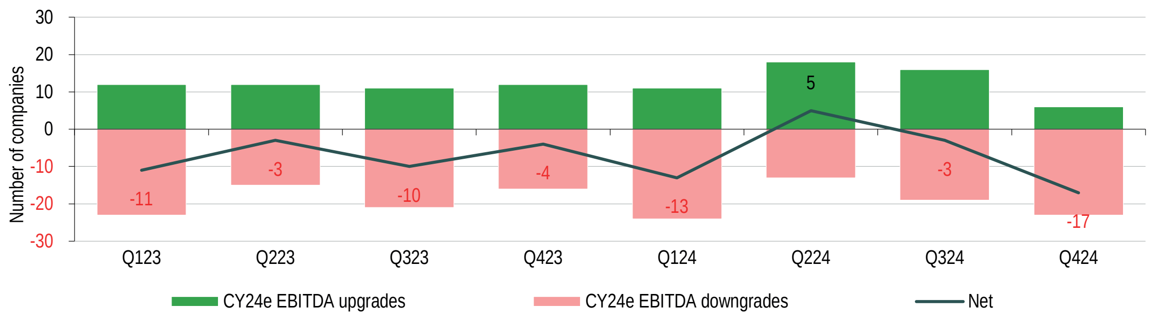
Exhibit 14: Number of companies to receive upgrades or downgrades to CY24 profit forecasts in Q424



Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

The peak in upgrades now shows clearly as having been in Q224, when the worst fears for the year's prospects were being moderated, with confidence in the likely fulfilments of those estimates fading as the year drew to a close. Net downgrades in Q424 were the worst that they have been over the previous two years.

Exhibit 15: Quarterly progression in upgrades or downgrades to CY24 profit forecasts



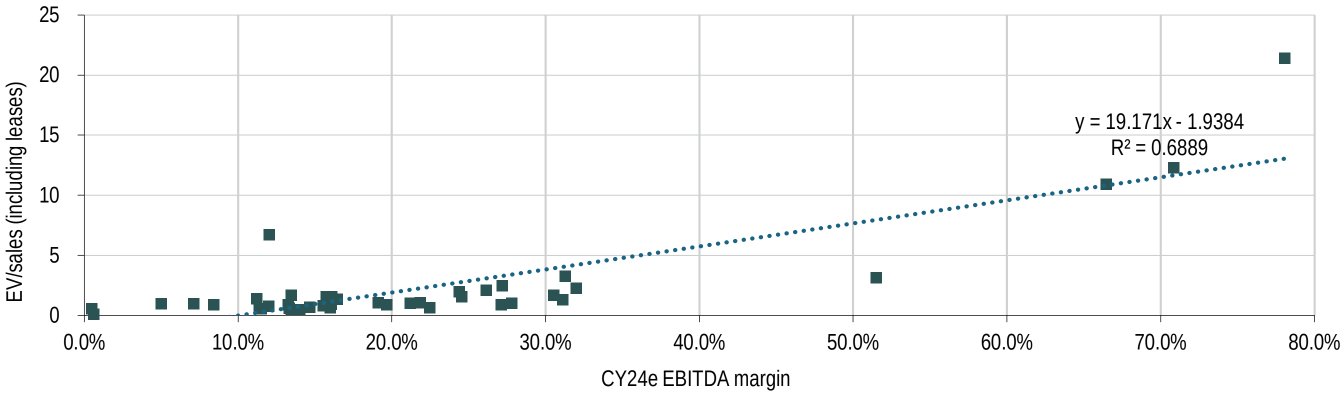
Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

UK media valuation opportunities

As highlighted earlier, we supplement our absolute valuation screen, which for each company looks at prospective EV/EBITDA multiples versus its long-term average, with a screen that gives some indication of relative value, by comparing prospective EV/sales multiples (including leases) with EBITDA margin.

We can see from Exhibit 16 that there is a relatively strong correlation between CY25e EV/sales multiples and EBITDA margins (R-squared 0.69) in the UK. The data are not complete for all companies, which likely affects the calculation of the line of best fit. That said, the UK has the highest proportion of companies that have both an EBITDA margin and EV/sales multiple, at 65% of the total UK media universe.

Exhibit 16: Correlation of CY25e EV/sales multiple and EBITDA margin



Source: Edison Investment Research, LSEG Data & Analytics (31 January 2025)

Exhibit 17 highlights all the companies that feature in the correlation analysis, regardless of where they sit relative to the line of best fit. The companies are ordered by those that feature below the line of best fit first, and subsequently then the discount versus their long-term EBITDA multiple. Overall, there were 24 companies that sit below the line of best fit, all of which except for one were trading at a discount to their long-term average multiple at the end of January 2025.

Exhibit 17: UK valuation screen

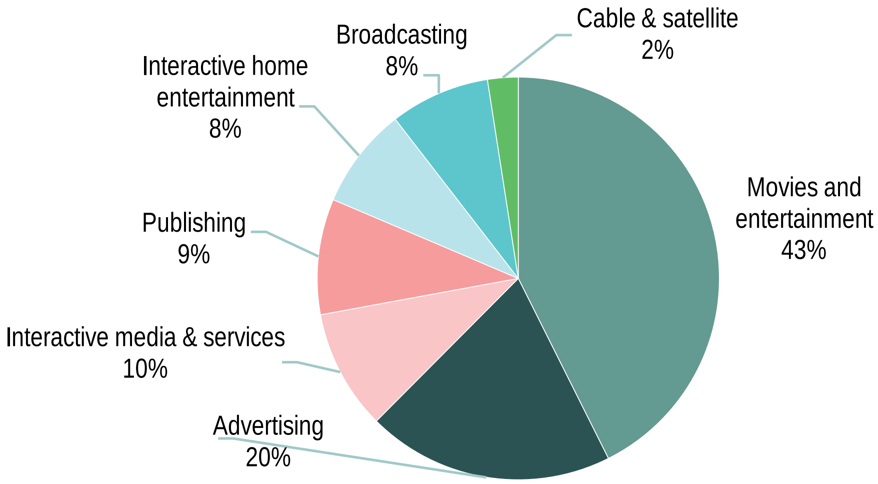
Company	Ticker	Share price 31 January 2025 (p)	Market value 31 January 2025 (£m)	EV/sales CY25e incl. leases (x)	EV/ EBITDA CY25 (x)	EBITDA margin CY25e	Relative value using EBITDA margin CY25e	Consensus CY25e EBITDA change since 30 September 2024	Discount to LT EV/ EBITDA
Gaming Realms	GMRG	36	106	3.1	6.0	51.5%	Y	0%	(62%)
Nexxen International	NEXN	388	501	1.3	4.1	31.1%	Y	14%	(35%)
Facilities by ADF	ADFF	32	35	1.0	3.6	27.8%	Y	-21%	(17%)
Frontier Developments	FDEV	222	88	0.9	3.3	27.1%	Y	-18%	(78%)
Future	FUTR	920	1,011	1.7	5.4	30.5%	Y	-2%	(45%)
MONY Group	MONY	194	1,043	2.2	7.0	32.0%	Y	-3%	(37%)
Reach	RCH	88	281	0.6	2.7	22.5%	Y	0%	(18%)
YouGov	YOU	386	452	1.5	6.3	24.6%	Y	-0%	(53%)
Digitalbox	DBOX	5	6	1.1	4.8	21.9%	Y	0%	(74%)
NAHL Group	NAH	79	38	1.0	4.7	21.2%	Y	0%	(18%)
Team17 Group	TM17	269	393	2.1	7.9	26.1%	Y	-1%	(47%)
Next 15 Group	NFGN	339	343	0.8	4.3	19.7%	Y	-3%	(31%)
LBG Media	LBG	124	260	2.4	9.0	27.2%	Y	-2%	(38%)
Informa	INF	866	11,525	3.2	10.3	31.3%	Y	5%	(16%)
Eagle Eye Solutions Group	EYE	363	108	1.9	8.0	24.4%	Y	-12%	(64%)
M&C Saatchi	SAA	183	224	1.1	5.6	19.1%	Y	-4%	(35%)
Ebiquity	EBQ	22	30	0.6	3.8	16.0%	Y	-13%	(77%)
Canal+	CAN	184	1,826	0.5	3.4	14.0%	Y	0%	1%
Mission Group	TMGT	31	28	0.8	5.1	15.5%	Y	-14%	(6%)
ITV	ITV	74	2,789	0.9	5.6	16.1%	Y	-5%	(34%)
STV Group	STVG	200	94	0.7	4.4	14.7%	Y	0%	(43%)
Centaur Media	CAU	27	41	0.9	5.8	16.0%	Y	-25%	(76%)
Merit Group	MRIT	21	5	0.4	3.3	13.4%	Y	-28%	(65%)
Pebble Group	PEBB	46	74	0.6	4.4	13.3%	Y	-1%	(63%)
Dianomi	DNM	38	11	0.1	17.9	0.6%		-70%	(87%)
Time Out Group	TMOT	47	166	1.7	12.4	13.5%		-5%	(74%)
S4 Capital	SFOR	37	230	0.6	4.9	11.4%		-15%	(73%)
Team Internet Group	TIG	108	271	0.5	4.4	11.5%		-12%	(70%)
Everyman Media Group	EMANE	38	34	1.3	8.1	16.4%		-11%	(65%)
Celtic	CCP	170	162	0.9	13.2	7.1%		0%	(60%)
Devolver Digital	DEVO	23	107	0.9	10.5	8.4%		5%	(52%)
Audioboom Group	BOOMA	373	61	0.9	18.9	5.0%		95%	(50%)
System1 Group	SYS1	600	76	1.6	9.7	16.1%		-0%	(39%)
4imprint Group	FOUR	6,030	1,702	1.4	12.4	11.2%		1%	(19%)
Auto Trader Group	AUTOA	790	7,001	10.9	16.4	66.5%		-3%	(16%)
Rightmove	RMV	669	5,245	12.3	17.3	70.8%		0%	(15%)
WPP	WPP	773	8,360	0.9	6.7	13.3%		-3%	(14%)
Bloomsbury Publishing	BLPU	666	544	1.6	10.0	15.7%		1%	8%
Baltic Classifieds Group	BCG	344	1,667	21.4	27.4	78.1%		4%	13%
Seeen	SEEN	4	5	0.7	6.1	12.0%		0%	14%
Trustpilot Group	TRST	333	1,376	6.7	55.6	12.0%		18%	106%
Tiny Build	TBLD	6	25	0.6	111.2	0.5%		-87%	120%

Source: Edison Investment Research, LSEG Data & Analytics (31 January 2025)

CONTINENTAL EUROPE

In Exhibit 18 we show the shape of the European media GICS subsectors by market value. The contribution spread among the subsectors is much greater than in the UK. Movies and entertainment is the largest subsector in Europe, accounting for 43% of the total, followed by Advertising at 20%.

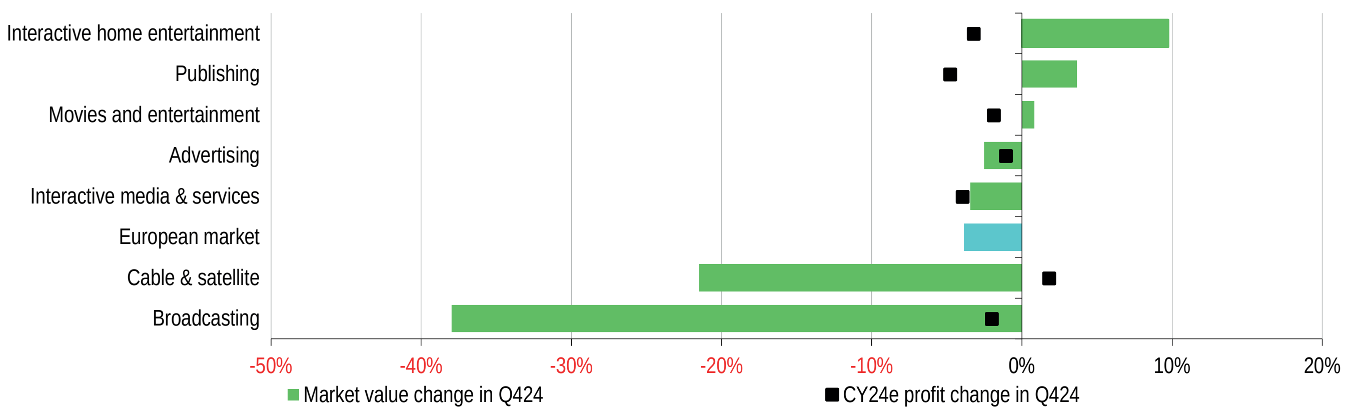
Exhibit 18: Continental Europe GICS media subsector breakdown by market value



Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

The European media market again underperformed in Q424, falling 4.8% versus a 3.8% drop in the wider market. Therefore, and perhaps unsurprisingly, a greater number of subsectors underperformed (four) than outperformed (three), signalling a weaker period for the European media market. The heavier weighting to the better-performing movies and entertainment subsector mitigated the more dramatic falls in the share prices of stocks in the cable and satellite and broadcasting subsectors, which between them only account for 10% of the whole European media sector valuation. However, the broadcasting retrenchment is, in fact, a statistical aberration due to the unbundling of Vivendi in the quarter, with Canal+ being listed in London in the broadcasting subsector, Havas listing on Euronext Amsterdam in advertising and Louis Hachette separately listing in Paris under publishing. For Q125, these entities will be included in their new guises within our analysis.

Exhibit 19: Continental Europe subsector performance versus consensus CY24 profits in Q424

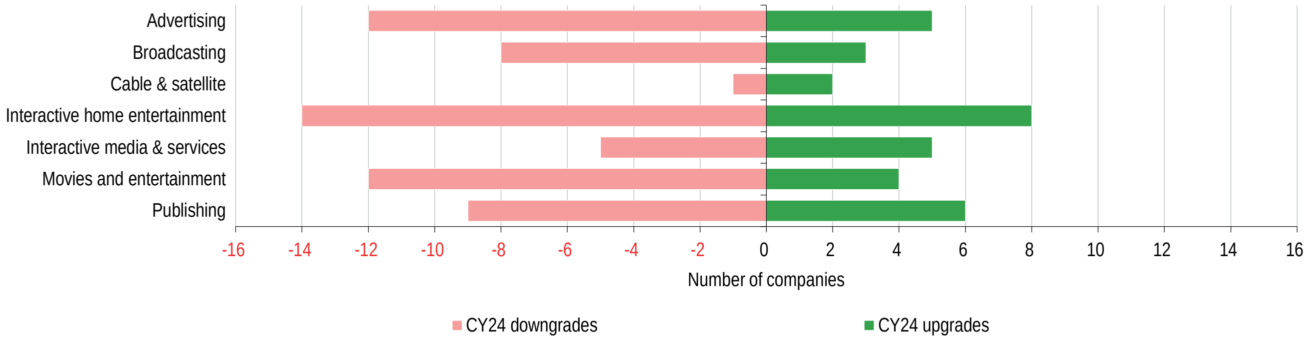


Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

There was relatively little movement on EBITDA estimates for CY24e, with the subsectors in a range of -4.8% (publishing) to +1.8% (cable and satellite). Exhibit 19 above shows how little correlation there was in the quarter between change in expectations and market performance, even if the broadcasting anomaly is put to one side.

Despite the 2% downgrade to the total media sector's CY24 EBITDA forecasts, the sector saw a net number of downgrades in Q424. This was despite more subsectors receiving a net number of upgrades (four) than downgrades (three). That said, the interactive home entertainment subsector saw a net downgrade of eight, while advertising received a net number of six downgrades.

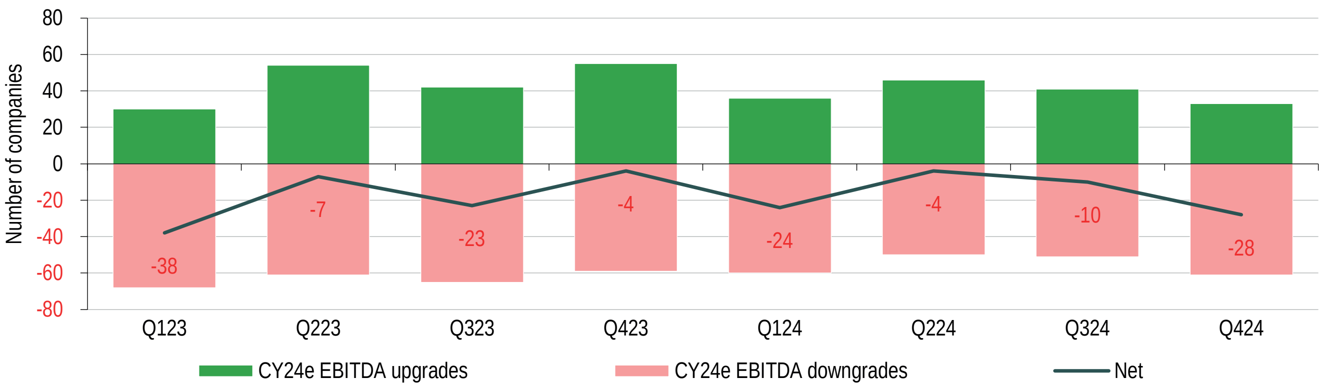
Exhibit 20: Number of companies to receive upgrades or downgrades to CY24 profit forecasts in Q424



Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

As with the UK, Europe saw a greater number of net companies receiving downgrades in Q424 than in Q324 (after a less bleak Q224). Net downgrades continue to be a feature of the European media sector, as shown in Exhibit 21.

Exhibit 21: Quarterly progression in upgrades or downgrades to CY24 profit forecasts



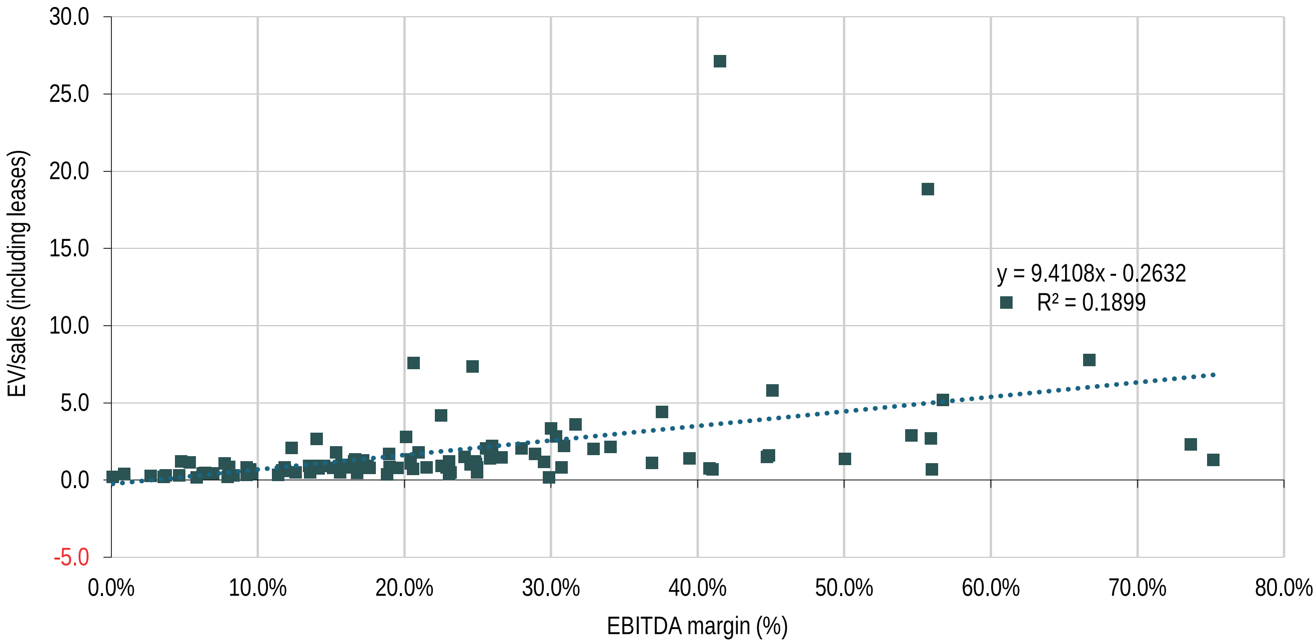
Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

Continental Europe media valuation opportunities

We show in Exhibit 22 the output from the valuation screen, as described previously, for the Continental European companies. There is less correlation between prospective CY25 EBITDA margins and EV/sales multiples than in the UK, with an R-squared of just 0.19.

The data from LSEG Data & Analytics are less comprehensive than in the UK, with just 32% of media companies having a data point for both FY25e EV/sales and prospective EBITDA margin. WE aim to restore the column reporting the discount to long-term EV/EBITDA for our end-Q125 report.

Exhibit 22: Correlation of CY25e EV/sales multiple and EBITDA margin



Source: Edison Investment Research, LSEG Data & Analytics (31 January 2025)

In Exhibit 23, we feature all the companies in the regression analysis, regardless of where they sit relative to the line of best fit.

For the valuation screen below, we now only include those below the line of best fit, in order of their divergence from it. As at 31 January, there were 65 such EU media companies, from a total of 333.

Exhibit 23: Continental European valuation screen

Company	Ticker	Share price 31 January 2025 (€)	Market value 31 January 2025 (€m)	EV/sales CY25e incl. leases (x)	EV/EBITDA (x)	EBITDA margin CY25e	Consensus CY25e EBITDA change 31 December 2024
Leone Film Group	LFG	2	21	1.3	1.7	75.2%	(3)%
11 bit Studios	11B	194	112	2.3	3.1	73.6%	(21)%
Xilam Animation	XIL	4	22	0.7	1.2	56.0%	3%
SES	SESFd	3	1,402	1.4	2.7	50.0%	0%
Lucisano Media Group	LCMG	1	13	0.7	1.7	41.0%	(3)%
Starbreeze	STZEb	0	25	0.8	1.9	40.8%	93%
Notorious Pictures	NPI	1	17	1.5	3.3	44.7%	0%
Eutelsat Communications	ETL	2	824	2.7	4.8	55.9%	(2)%
SOZAP (publ)	SOZAP	0	0	0.2	0.5	29.9%	0%
Digital Bros	DIB	13	187	1.6	3.6	44.9%	6%
Stillfront Group (publ)	SFRG	7	303	1.1	2.9	36.9%	(3)%
Ubisoft Entertainment	UBIP	11	1,458	1.4	3.5	39.5%	(8)%
Creepy Jar	CRJ	302	50	2.9	5.2	54.6%	(14)%
Huuuge	HUGP	18	291	0.8	2.7	30.7%	20%
Enad Global 7 (publ)	EG7	14	105	0.5	1.9	25.0%	(7)%
Nitro Games	NITRO	3	6	0.4	1.7	23.1%	0%
Television Francaise 1	TFFP	8	1,610	0.5	2.1	23.2%	5%
Nvp	NVPP	4	30	1.2	3.9	29.5%	(10)%
Modern Times Group MTG	MTGb	103	1,098	0.8	3.2	25.0%	79%
Simone	SMN	2	10	0.3	1.9	18.8%	0%
Borussia Dortmund	BVB	3	360	0.8	3.5	22.9%	0%
MFE-MEDIAFOREUROPE	MFEB	4	2,061	1.0	4.0	24.5%	1%
NRJ Group	SONO	7	544	1.3	6.5	20.4%	(1)%
Ten Square Games	TENP	78	121	1.0	4.2	24.9%	5%
Bilendi	ALBLD	18	83	0.9	3.9	22.6%	45%
Websolute	WEBO	2	16	0.8	3.8	21.5%	0%
G5 Entertainment (publ)	G5EN	130	95	0.7	3.5	20.6%	(8)%
Italian Exhibition Group	IEG	7	227	1.2	4.9	24.8%	0%
Cairo Communication	CAI	3	343	0.5	2.7	16.8%	0%
Metropole Television	MMTP	12	1,572	1.2	5.1	23.1%	(8)%
Verve Group	VERVE	38	616	2.0	6.1	32.9%	(1)%
Better Collective	BETCO	70	592	2.1	6.3	34.1%	(18)%
Valica	VLC	5	10	0.8	4.0	19.5%	0%
Wirtualna Polska Holding	WPPL	77	547	1.7	5.8	28.9%	(4)%
Sanoma	SANOMA	8	1,366	1.5	5.5	26.6%	(4)%
Maximum Entertainment	MAXENTb	1	2	0.5	3.3	15.6%	(26)%
IDNTT	IDNTT	3	22	0.9	4.5	19.0%	5%
DigiTouch	DGT	2	27	0.8	4.4	17.6%	0%
Promotora de Informaciones	PRS	0	358	1.1	5.2	20.4%	(2)%
Embracer Group	EMBRACb	225	4,251	1.4	5.3	25.9%	(13)%
Triboo	TB	1	14	0.5	3.6	13.6%	0%
Cyfrowy Polsat	CPS	15	2,359	1.5	6.2	24.1%	3%
Stroeer	SAXG	57	3,195	2.2	7.0	30.9%	(2)%
Atresmedia Corporacion de Medios de Comunicacion	A3M	4	1,000	0.9	5.2	17.5%	(3)%
Reworld Media	ALREW	1	75	0.3	3.0	11.4%	(8)%
Arnoldo Mondadori Editore	MOED	2	577	0.8	5.1	16.5%	(0)%
Syzygy	SYZG	3	41	0.8	5.1	16.1%	(10)%
Portobello SpA	PORTO	2	11	0.5	4.0	12.6%	(23)%
Llorente & Cuenca	LLYC	7	81	0.8	5.1	15.1%	(19)%
IMS	IMS	4	34	2.0	7.2	28.0%	(4)%
Ipsos	ISOS	46	1,985	0.9	5.6	15.8%	(6)%
ProSiebenSat 1 Media	PSMGn	6	1,300	0.7	5.2	14.1%	(7)%
Edel	EDLG	4	101	0.6	5.1	11.9%	(5)%
Roularta Media Group	RLRT	12	172	0.3	3.5	9.2%	0%
Flexion Mobile	FLEXM	7	36	0.2	2.5	7.9%	(6)%
Squirrel Media	SQRL	1	131	0.6	5.1	11.8%	(28)%
High Co	HIGH	3	52	0.4	4.3	9.6%	(14)%

Continued

Exhibit 23: Continental European valuation screen continued

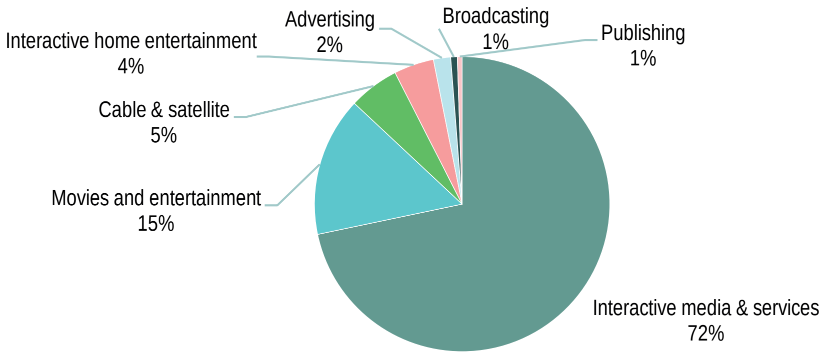
Company	Ticker	Share price 31 January 2025 (€)	Market value 31 January 2025 (€m)	EV/sales CY25e incl. leases (x)	EV/EBITDA (x)	EBITDA margin CY25e	Consensus CY25e EBITDA change 31 December 2024
Bastei Luebbe	BST1	10	128	1.0	6.1	15.7%	13%
RTL Group	AUDK	30	4,585	0.9	6.1	14.5%	(4)%
Societa Editoriale Il Fatto	SEIFT	0	8	0.3	3.8	8.4%	(65)%
Azerion Group	AZRN	2	201	0.6	5.4	11.7%	(9)%
DEAG Deutsche Entertainment	LOUn	5	103	0.3	3.8	8.1%	(12)%
Telesia	TLSA	2	5	0.9	6.4	13.8%	(9)%
TX Group	TXGN	186	2,097	2.1	8.0	25.6%	0%
Keskisuomalainen	KSL	6	71	0.5	5.5	9.3%	(5)%
Yoc	YOCG	15	54	1.3	7.3	17.2%	(1)%
Solocal Group	LOCAL	2	66	0.9	6.8	13.5%	(14)%
Banijay Group	BNJ	8	3,501	1.2	7.3	16.6%	(3)%
Hopscotch Groupe	ALHOP	16	50	0.2	2.8	5.8%	0%
Asmallworld	ASWN	1	21	0.8	7.0	11.8%	0%

Source: Edison Investment Research, LSEG Data & Analytics (31 January 2025)

NORTH AMERICA

We show in Exhibit 24 the make-up of the North American media market, which is heavily weighted towards the interactive media & services subsector, including mega-caps Alphabet and Meta Platforms, which together account for 69% of the North American media sector. Movies and entertainment makes up 15% of the total, with the remainder of the subsectors accounting for 5% n or less each.

Exhibit 24: North American GICS media subsector breakdown by market value

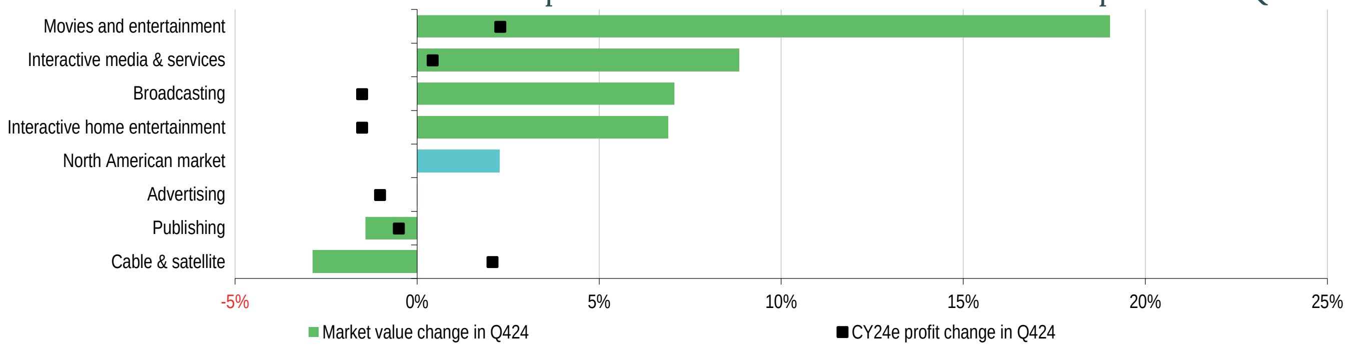


Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

The North American media sector outperformed in line with the wider market's 6% return, with like-for-like market value across the sector increasing by 9%. Four subsectors outperformed, while two underperformed, a reversal in proportion from the previous quarter. The two underperforming subsectors only represent 6% of the pie, with the largest two subsectors posting the strongest increases in market value, considerably greater than the upgrades to CY24 estimates in the period. Within this, interactive media & services, Alphabet's share price rose 14% in the quarter, more than reversing the prior quarter's 9% fall, while Meta Platforms posted a 2% rise, consolidating Q3's 14% increase. Both saw an increase in market EBITDA estimates for the year, of 2% for Alphabet and 3% for Meta Platforms.

For the movies and entertainment subsector, there is a similar concentration of value, with three stocks accounting for 80% of the subsector value, being Netflix, Disney and Spotify. These increased their market values in the quarter by 26%, 21% and 16% respectively, although only Netflix had an upwards revision to expected CY24 EBITDA, of +3%. Ther next largest stock in the subsector, Warner Brothers Discovery, also saw its market value increase by 28% in the quarter, although this was still insufficient to push it ahead over the year as a whole.

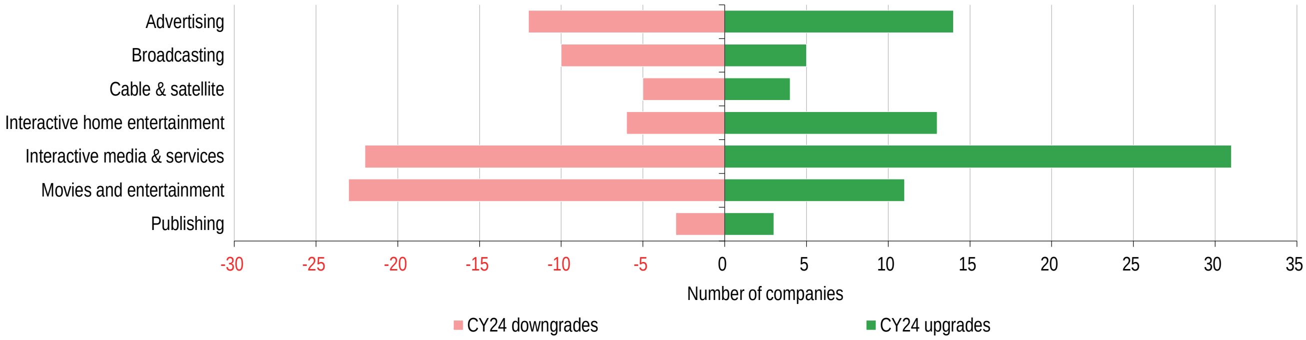
Exhibit 25: North America subsector performance versus consensus CY24 profits in Q424



Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

Looking at the estimate changes for the individual companies in North America, as with both the UK and Europe, there was an even balance between the upgrades and downgrades for the year in the quarter. Three subsectors, interactive media and services, advertising and interactive home entertainment, received net upgrades, with the remaining subsectors receiving net downgrades.

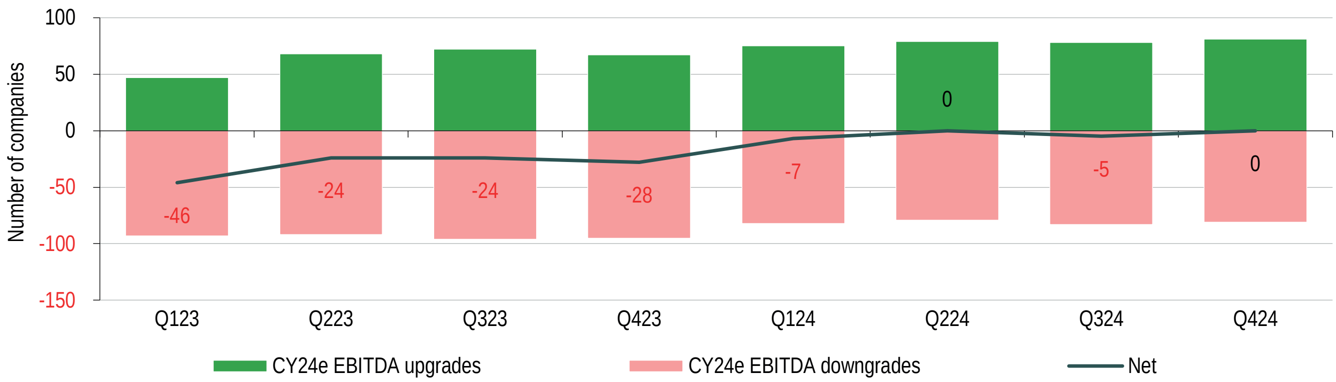
Exhibit 26: Number of companies to receive upgrades or downgrades to CY24 profit forecasts in Q424



Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

In contrast to the other two regions covered above, upgrades and downgrades reached equilibrium in the quarter, as they had in Q224. As yet, there are no overall indications of improving prospects, with the positive bias purely emanating from the largest stocks.

Exhibit 27: Quarterly progression in upgrades or downgrades to CY24 profit forecasts



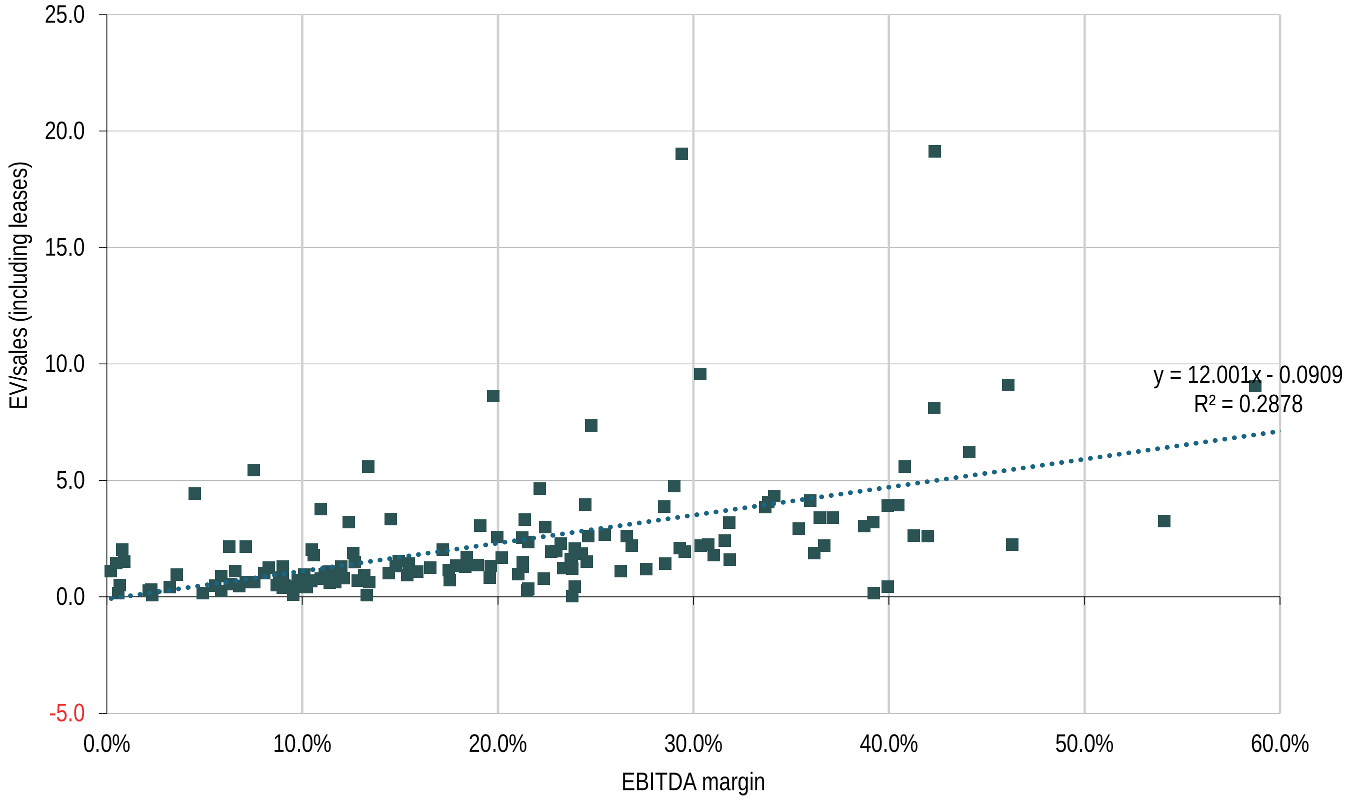
Source: Edison Investment Research, LSEG Data & Analytics (31 December 2024)

North American media valuation opportunities

Exhibit 28 shows the output from our valuation screens for North American companies. There is a lower correlation in North America than the UK but a little better than Continental Europe, with an R-squared of just 0.29.

The data from LSEG Data & Analytics for companies with both a CY25e EBITDA margin and an EV/sales multiple remain patchy, with just 35% of companies having both.

Exhibit 28: Correlation of CY25e EV/sales multiple and EBITDA margin



Source: Edison Investment Research, LSEG Data & Analytics (31 January 2025)

As with Continental Europe, our screen in Exhibit 29 incorporates just those companies in the correlation analysis which sit below the line of best fit, ordered with largest divergence first. There were 98 companies that sit below the line of best fit. Again, we will re-introduce the relative EV/EBITDA to its long-term average with our next report.

Exhibit 29: North American valuation screen

Company	Ticker	Share price 31 January 2025 ($)	Market value 31 January 2025 ($m)	EV/sales CY25e incl. leases (x)	EV/EBITDA CY25e (x)	EBITDA margin CY25e	Consensus CY25e EBITDA change since 31 December 2024
Yalla Group	YALA	4	630	0.2	0.4	39.2%	(6)%
DoubleDown Interactive Co	DDI	10	483	0.4	1.1	39.9%	4%
WideOpenWest	WOW	4	362	2.2	4.8	46.3%	(0)%
Cable One	CABO	304	1,708	3.2	6.0	54.1%	(3)%
AsiaFIN Holdings Corp	ASFH	0	103	0.0	0.0	23.8%	0%
PLAYSTUDIOS	MYPS	2	218	0.4	1.7	23.9%	7%
Ziff Davis Inc	ZD	54	2,303	1.9	5.1	36.2%	(1)%
VerticalScope Holdings	FORA	12	157	2.6	6.2	42.0%	3%
Autohome	ATHM	28	3,535	0.3	1.2	21.5%	(13)%
Charter Communications	CHTR	345	49,042	2.6	6.4	41.3%	0%
East Side Games Group	EAGR	1	29	0.3	1.6	21.6%	(13)%
Criteo	CRTO	38	2,096	1.6	5.0	31.9%	(2)%
Stingray Group	RAYa	8	318	2.2	6.0	36.7%	(3)%
Bumble	BMBL	8	877	1.2	4.3	27.6%	(4)%
Shutterstock	SSTK	30	1,028	1.1	4.2	26.3%	(1)%
Playtika Holding Corp	PLTK	7	2,672	1.4	5.0	28.6%	2%
Comcast Corp	CMCSA	34	127,269	1.8	5.8	31.0%	(0)%
Yellow Pages	Y	11	108	0.8	3.5	22.4%	2%
Baidu	BIDU	91	31,769	1.2	5.1	23.8%	(15)%
PubMatic	PUBM	15	750	1.9	6.5	29.6%	(7)%
Altice USA	ATUS	3	1,297	3.0	7.8	38.7%	(2)%
DHI Group	DHX	3	137	1.2	5.3	23.4%	(7)%
TechTarget	TTGT	17	498	1.0	4.6	21.1%	0%
Comscore	SCOR	7	37	0.1	0.6	13.3%	(8)%
AMC Networks	AMCX	10	425	0.8	4.2	19.6%	1%
Gambling.com Group	GAMB	14	524	3.2	8.2	39.2%	23%
Sirius XM Holdings	SIRI	24	8,134	2.2	7.2	30.4%	(4)%
Yelp	YELP	40	2,629	1.5	6.2	24.5%	2%
Nexstar Media Group	NXST	153	4,753	2.2	7.3	30.8%	(6)%
Cars.com	CARS	18	1,160	2.1	7.1	29.3%	(1)%
Hello Group	MOMO	7	1,237	0.7	4.1	17.6%	(12)%
Getty Images Holdings	GETY	3	1,051	2.4	7.6	31.6%	(0)%
Integral Ad Science Holding Corp	IAS	11	1,710	2.9	8.2	35.4%	(3)%
Warner Bros Discovery	WBD	10	25,611	1.6	6.6	23.8%	(2)%
Townsquare Media	TSQ	9	134	1.3	6.1	21.3%	(2)%
Cineplex	CGX	11	481	1.6	6.9	23.7%	(0)%
Perion Network	PERI	9	434	0.1	1.1	9.5%	1%
John Wiley & Sons	WLY	41	2,214	1.8	7.6	24.3%	(0)%
Cinemark Holdings	CNK	29	3,503	1.5	7.0	21.3%	4%
iHeartMedia	IHRT	2	327	1.3	6.7	19.7%	8%
Imax Corp	IMAX	24	1,241	3.4	9.2	37.1%	(1)%
Ionik Corp	INIK	0	26	0.6	4.8	13.4%	28%
Tripadvisor	TRIP	18	2,447	1.1	6.6	17.5%	(1)%
Vivid Seats	SEAT	4	893	1.3	7.1	19.0%	(14)%
Match Group	MTCH	36	8,964	3.4	9.4	36.5%	(8)%
Corus Entertainment	CJRb	0	14	0.9	6.1	15.4%	(27)%
Gaia	GAIA	6	132	1.3	7.1	18.3%	(2)%
Kanzhun	BZ	14	6,486	3.9	9.7	40.5%	(6)%
Snail Inc	SNAL	2	79	0.7	5.5	12.9%	(45)%
Interpublic Group of Companies Inc	IPG	29	10,680	1.3	7.3	18.1%	(6)%
Scholastic Corp	SCHL	19	545	0.4	3.9	10.2%	3%
ZoomInfo Technologies	ZI	10	3,533	3.9	9.8	40.0%	(0)%
Stagwell	STGW	6	1,664	1.1	6.7	15.9%	2%
Thryv Holdings	THRY	18	751	1.3	7.5	17.9%	1%
National CineMedia	NCMI	7	625	2.1	8.6	23.9%	(3)%
Gannett Co	GCI	5	666	0.6	5.3	11.7%	(3)%
Gray Media	GTN	4	405	1.9	8.5	22.8%	(0)%

Continued

Exhibit 29: North American valuation screen continued

Company	Ticker	Share price 31 January 2025 ($)	Market value 31 January 2025 ($m)	EV/sales CY25e incl. leases (x)	EV/EBITDA CY25e (x)	EBITDA margin CY25e	Consensus CY25e EBITDA change since 31 December 2024
Taboola.com	TBLA	4	1,281	0.6	5.2	11.4%	(2)%
Tegna	TGNA	18	2,936	2.0	8.6	23.0%	(7)%
Thunderbird Entertainment Group	TBRD	2	62	0.4	4.6	9.7%	0%
Omnicom Group	OMC	87	17,053	1.3	7.6	16.6%	(1)%
Fox Corp	FOXA	51	22,768	1.7	8.4	20.2%	5%
Saga Communications	SGA	12	78	0.5	4.9	9.9%	0%
Marcus Corp	MCS	20	633	1.0	7.1	14.4%	5%
GDEV	GDEV	16	281	0.4	4.4	9.0%	36%
Creative Realities	CREX	3	26	0.8	6.6	12.1%	(13)%
Angi	ANGI	2	895	0.9	7.0	13.2%	(13)%
Dolphin Entertainment	DLPN	1	12	0.5	5.4	9.1%	(36)%
Advantage Solutions	ADV	3	847	0.7	6.4	10.5%	1%
NetEase	NTES	103	66,286	3.2	10.0	31.8%	(6)%
Paramount Global	PARA	11	7,742	0.7	6.6	10.4%	(2)%
Snipp Interactive	SPN	0	17	0.5	5.7	8.7%	214%
Lee Enterprises	LEE	13	80	0.9	7.4	11.8%	0%
Emerald Holding	EEX	5	913	2.6	9.8	26.6%	(13)%
MediaAlpha	MAX	11	759	0.8	7.2	10.9%	18%
WildBrain	WILD	2	230	1.7	9.3	18.4%	(10)%
Travelzoo	TZOO	20	234	2.3	9.8	23.2%	(2)%
Zedge	ZDGE	3	38	0.6	6.7	8.9%	(53)%
TVA Group	TVAb	1	24	0.2	4.2	5.8%	(8)%
System1	SST	1	60	0.7	7.4	9.8%	(31)%
E W Scripps	SSP	2	162	1.3	8.9	14.8%	(7)%
Outbrain	OB	6	298	0.2	3.4	4.9%	(2)%
Sinclair	SBGI	15	972	1.4	9.2	15.5%	(7)%
IAC	IAC	42	3,652	1.1	8.9	12.0%	(5)%
Endeavor Group Holdings	EDR	31	14,317	2.7	10.4	25.5%	(1)%
Sabio Holdings	SBIO	1	17	0.5	6.8	6.8%	(5)%
Clear Channel Outdoor Holdings	CCO	1	665	2.6	10.6	24.6%	(5)%
Cumulus Media	CMLS	1	15	0.8	8.6	9.0%	(8)%
Cineverse Corp	CNVS	4	60	1.0	8.8	11.1%	0%
Enthusiast Gaming Holdings	EGLX	0	14	0.6	8.3	7.5%	12%
AMC Entertainment Holdings	AMC	3	1,186	0.9	9.3	10.1%	(8)%
EverQuote	EVER	20	714	1.1	9.6	11.3%	4%
ZipRecruiter	ZIP	7	672	1.5	10.2	14.9%	(13)%
iQIYI	IQ	2	2,082	0.8	9.3	8.8%	(29)%
illumin Holdings	ILLM	2.6	90	0.5	8.5	6.3%	(10)%
Society Pass	SOPA	2	6	0.1	3.1	2.3%	0%
Webtoon Entertainment	WBTN	13	1,636	0.6	9.0	7.1%	(18)%
Trugolf Holdings	TRUG	0	13	0.5	8.6	5.6%	0%
Magnite	MGNI	17	2,420	3.8	11.4	33.7%	(0)%
Bilibili	BILI	17	6,965	1.3	10.8	12.0%	17%
Electronic Arts	EA	123	32,236	4.1	11.4	36.0%	(3)%
Madison Square Garden Entertainment Corp	MSGE	36	1,761	2.3	10.9	21.6%	1%

Source: Edison Investment Research, LSEG Data & Analytics (31 January 2025)

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