

Leadership in Digital Media Economics

JOMC 719, spring 2013

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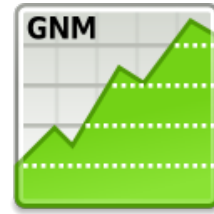
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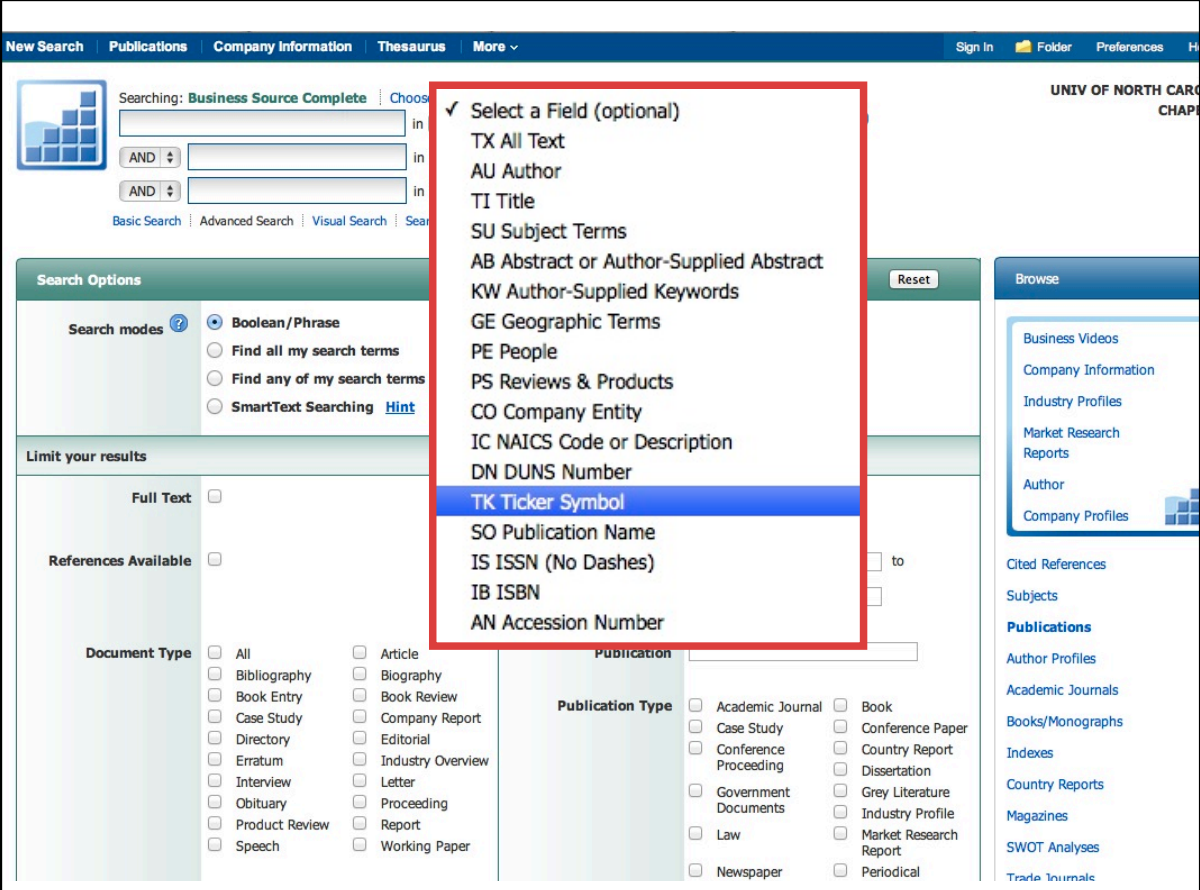


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By: CAMPO-FLORES, ARIAN; SCHECHNER, SAM. Wall Street Journal - Eastern Edition, 2/7/2012, Vol. 259 Issue 30, [Add to folder](#)
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2. **Crying Foul: Supreme Court to Hear Challenge to FCC Cussing Crackdown.** 📄
By: Schatz, Amy; Jones, Ashby. Wall Street Journal - Eastern Edition, 1/9/2012, Vol. 259 Issue 6, pB1-B4, 2p, 2 C [Add to folder](#)
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3. **Pop Chart.** 📄
By: Friedman, Megan; Sun, Feifei; Webley, Kayla. Time, 11/28/2011, Vol. 178 Issue 21, p86-87, 2p, 14 Color Pho [Add to folder](#)
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- Princess Complex.**

By: Friedman, Megan. Time. 12/10/2012, Vol. 180 Issue 24, p60. 1p.

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- November Debt Sales: \$109 Billion.**

By: McGee, Patrick. Wall Street Journal - Eastern Edition. 11/28/2012, Vol. 260 Issue 128, pC4-C4. 1.

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Advertising Age. 11/5/2012, Vol. 83 Issue 40, p1-1. 1p.

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Author: Burgess, Jean
 Journal: Journalism practice
 ISSN: 1751-2786 Date: 05/01/2012
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Publication Details For "Washington Post Company SWOT Analysis"

Title: Washington Post Company SWOT Analysis

Publisher Information: MarketLine, a Datamonitor business
119 Farringdon Road
London EC1R 3DA
United Kingdom

Bibliographic Records: 07/01/2007 to present

Full Text: 07/01/2007 to present

Publication Type: SWOT Analysis

Subjects: Industry & Manufacturing

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Washington Post Company SWOT Analysis. May2012, p1-10. 10p.


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COMPANY PROFILE

The Washington Post Company

SWOT ANALYSIS

The Washington Post Company (Washington Post or "the company") is a diversified education and media company that offers educational services, newspaper print and online publishing, television broadcasting and cable television systems. The company has a diverse portfolio of offerings that enables it to leverage opportunities in different markets and support topline growth. However, intense competition in the education and media industry may increase pricing pressures and adversely impact the company's market share and operating margins.

Strengths	Weaknesses
Diverse portfolio of offerings Strong brand portfolio	Weak financial performance Lack of scale
Opportunities	Threats
Positive outlook for online advertising market Strategic partnerships Increasing trend of e-reading Strong outlook of e-learning to boost its revenues	Intense competition Rising paper prices Dependence on the US Federal financial aid

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