



UK Cross-Media Reality Check

A public report

based on the first insights analysing 1168 UK media companies' data

from Whitereport cross-media data platform

Contact

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Whitereport Global Limited

www.whitereport.co.uk

FOREWORD

In the era of feak news, technical acceleration, when global tech platforms shaking things up in the territory of traditional content provisions, while regulators try to keep up with the changes and are about to reconsider 20 century rules, and when the huge, cross-media supply keeps growing and fragmenting and the tail of SME's are getting even longer, **content market reality is more important than ever before.**

Whitereport's mission is to make the fragmented, everchanging cross-media market transparent and searchable in terms of commercial, financial and ownership aspects, tracking the media supply and demand. In brief, Whitereport turns dark spots of the media market map into white.

WhiteReport provides a new generation, independent cross-media (television, radio, print, online, cinema, out-of-home) data aggregation platform for the UK available via www.whitereport.co.uk.

'Whitereport opens a new era unlocking the huge UK cross-media market and provides easy access and validated facts to THE top 1100+ UK original content providers and/or media companies in one single source platform.

Whitereport's financial and commercial data might be **new industry currencies for tracking the cross-media market reality from commercial, financial and ownership aspects**, completing the current ones – check out some of surprizing facts in terms of the UK cross-media market reality from this public report: it is a must-have reading for all stakeholders in media.'



Phil McCauley, business consultant, co-founder of Prevost & McCauley
Non-executive board director of WhiteReport Global Limited

'It is very timely to have tools and expertise like Whitereport's. In the 21. century the media market has been so rapidly changing that brings regulatory challenges in terms of market definitions, cross-media competition and mergers, measuring media pluralism and so on. The unique know-how of Whitereport results evidence based insights in a broader cross-media approach that speeds up and might impact regulatory and legal decisions.'



Hamish Sandison, technology and IP lawyer, Fieldfisher,
Chairman of WhiteReport Global Limited

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ABOUT US



Whitereport was born in Budapest, Hungary in 2011. As a media expert – former CEO of Magna Global Hungary, then founder of Mrs. White Media Consulting, co-author of *The Advertising Space. The Handbook of Effective Media Planning and Buying* –, spending almost two decades working with key industry players, I had been missing a tool that helps getting closer to market reality and monitors the fragmented, ever-changing cross-media market by basic facts and figures. So we developed Whitereport as a bootstrapped innovative startup.

It has been proved itself as a successful operation in our home country – helping clients like the Hungarian Ofcom (NMHH), RTL Hungary (a Bertelsmann company, Vodafone, The Hungarian Advertising Association, MediaWave, EY, Porche Hungaria – just to mention a few.

We believe that business-to-business and business-to-government decision makers need to be provided 21st century tools in terms of the ever-changing, fragmented cross-media market supply and demand – that's the gap Whitereport's ambition is to fill globally.

Whitereport gained global traction by being selected to exhibit as one of the most promising early-stage data innovations by Collision US and Pioneers Vienna in 2016, as well as by Web Summit in Lisbon in 2017.

Whitereport Global Limited (founded in London, 2017) launched the first UK modul last October 2017. **Adding new angles and depth** to the currently available company database and media research services in the UK, **Whitereport is pioneering in providing an independent, quick, validated and cross-media database and analysis to 1100+ UK media companies (primarily content providers) to avoid mismatches between market reality and perception, and power UK's business and regulatory decision markers change the game.**

New angles by Whitereport' Financial module

- ✓ Provides validated data on financial, commercial, locality and ownership data on 1100+ UK content /media firms
 - via a single source platform of www.whitereport.co.uk for subscribers
 - by League Tables report
 - by the UK Cross-Media Reality Check Full report
- ✓ Cross-media approach (tv, radio, print, online, cinema + out-of-home)
- ✓ Covers the long tail of 1000+ SME's on the top of 103 large UK media corporations

Our team and I look forward to beginning a conversation with you.

Kinga Incze

CEO and Founder of WhiteReport

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March 2018, London

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EXECUTIVE SUMMARY

Why cross-media reality check is crucial for decision makers in the content and media industry?

Because in the era of fake news, technical acceleration, when global tech platforms shaking things up in the territory of traditional content provisions, while regulators try to keep up with the changes and are about to reconsider 20 century rules, and when the huge, cross-media supply keeps growing and fragmenting and the tail of SME's are getting even longer, **content market reality is more important than ever before.**

A full and realistic market picture avoids mismatches between perceptions and reality when making business, regulatory and policy decisions. It also increases competitiveness and performance of all stakeholders in the creative, and within that, in the content providers' and media industry.

Here are the first key macro-level learnings from analysing the top 1100+ UK media companies of the Whitereport cross-media data platform, and below this executive summary you'll find more details with aggregated figures in this public report.



Definitions – why focusing on media brands (content providers)?

The Whitereport database is built on **media brands (primarily content providers) because they generate attention, influence opinions, and/or generate revenue and/or profit acted under a brand name – so they are valuable assets from business point of view. On the top of that, they have an impact on the pluralism of media.**

The database is built on **media brands collected from public sources.** In the Whitereport database **'the media are understood as including print, broadcast and online media'¹¹**, and **additionally we include cinema and out-of-home media players to cover the all aspects of content and/or advertising surfaces available to the whole or segments of the UK population.**

The **Financial modul of Whitereport provides data on companies operating the identified media brands ('media companies' such as television content providers including broadcast and OTT or as internet, radio content providers etc.), independent from the technical platform on which their audiences can access the content, and also independent from nature of content (genre, style etc.) or size of the target audience of their media brands.**

The Whitereport platform and this analysis **do not include other players of the value chain but media companies** – neither agencies, sales houses, news agents, content production companies, distributors (like newspaper agents, etc.), nor e-commerce, listing, business service providers or direct marketing companies.

¹¹ In line with Council of Europe's 'Recommendation CM/Rec(2018) of the Committee of Ministers to member States on media pluralism and transparency of media ownership', adopted by the Committee of Ministers on 7 March 2018



The UK media market is bigger than we think - 1168 UK media companies are just the tip of the iceberg.

Discovering the UK content/media market based on our know-how focusing on the content and media providers' market within the creative industry, **we identified 1168 UK media companies** (searchable in the Financial modul of www.whitereport.co.uk).

Those 1168 UK media companies mean just the tip of the iceberg – in terms of media supply there is many more out there, while in terms of financial data it is estimated to be majority of the total market size based on other market experiences. As soon as we further build the Whitereport database by the Universe modul, aggregating public data of the even longer tail players (including local authorities, civic, hobby and other niche content with UK coverage) we will be able to provide statistical data on the complete UK media universe, its media structure in terms of media type, platform, locality, ownership media by media.

We can factually state that the content & media market is even bigger than we expected.



Cross-platform is obvious. Content comes across all media types - the cross-media approach is fundamental

In spite digital is perceived as the most trending segment nowadays, the analysis of 1168 media companies of Whitereport highlights the fact that there is strong cross-media supply in the UK: out of 10 UK media companies 4 is radio, 3 is print, 2 is television. In the 'large' size segment every 2. media firm belongs to print publishers.

However, the 'main media type' classification might hide the fact everything is getting digital and there is no media company without digital content provision.

While the 1100+ media companies' mix is spread in the above mentioned proportion among television, print etc. firms, on company level the media portfolios - apart from their digital brands – are **not full cross-media: most UK content and media companies are presented only in one or two traditional segments and on digital platforms.**



Traditional original content providers, especially television and print, are powerful

Whitereport's 3-D map of aggregated segment level turnover, operational profit and company number data provides a factual picture of the cross-media market segments reality in the UK.

The **most powerful segments are the television and print publishing ones - these 'traditional' original content providers generate the most turnover and profit** (and pay the most tax – see later).

However no media company without digital content provision exists nowadays, Whitereport's revenue data collection indicates that digital incomes are a growing but still not primary source of traditional media companies' turnover ('it is not the case for internet first' content providers, of course).

Financial, commercial and ownership data might be considered as new industry currencies for tracking the cross-media market reality to complete the current data sets and approaches.



UK media companies league table shows a cross-media mix of television, internet, print and OTT content provider giants

Segmenting the identified 1100+ UK media companies **you will find a Premier League within the large size media company segment, including 20 UK legal entities with a turnover exceeding £300 million**, and within them the reported UK turnover of the top 5 companies are over £1 billion.

Based on the reported UK data television takes the lead in terms of company sizes, the biggest online media companies catch the level of some of leading television corporations based on their UK reported figures, and are already bigger than individual print publishers.

The turnover pattern of super large media companies in the UK suggests there is a strong competition in each segment. The challengers are young, internet and technology focused, mainly global companies, dominantly incorporated in the UK after 2000, while the traditional ones were born in 1971 on average (the oldest large size media company was incorporated in 1864).



7 out of 10 UK media companies are profitable

7 media companies are profitable out of 10 according to Whitereport facts & figures analysing 400+ content and media provider firms' data. Zooming on the individual data of the 103 large size media companies. Whitereport's 2-D (turnover-profit) map presents the patterns of an overall profitable market – with huge individual company differences.



More than 9 out of 10 UK media companies are SME's

The media market has a long tail even within the identified, most visible top 1100+ UK media companies. Behind the 103 'large size' there is 1000+ firms belonging to SME's, out of which 140 are medium size, 132 are small and 713 are micro-size companies. You'll find an even longer tail when the Universe module of Whitereport will be available (including not only companies but local authorities, educational organisations, churches etc.).



8 out of 10 tax pounds are paid by traditional content provider television and print companies

UK media companies pay a significant amount of tax. Whitereport data highlights the fact that 4 of out every 10 tax pounds are paid by television companies and another 4 by print companies. The remaining 2 tax pounds are paid by the remaining companies, including internet content firms, radio, outdoor and cinema sectors players.

On aggregated level the UK content providers market is profitable, and, however there are significant differences in profit ratios and values, 2/3 of the firms are profitable.



9 out of 10 UK media companies are in England, 4 in London; 8 employees out of 10 in London

In terms of regional allocation of the 1168 UK media companies identified in Whitereport data base 88% of UK media firms are registered in England.

The concentration in London is even bigger than it is typical in the creative industry: 405 media companies are settled in the capital. Almost 70% of large companies operate from the capital, and 80% of content and media media company employees work in London.

Demand more on certain segments or individual companies ? Contact us for free trial access, order the full report and/or the UK Cross-media League Table or share your challenges with us to provide a bespoke analysis

UK CROSS-MEDIA REALITY CHECK BY WHITEREPORT – PUBLIC VERSION



Cross-platform is obvious. Content comes across all media types - the cross-media approach is fundamental

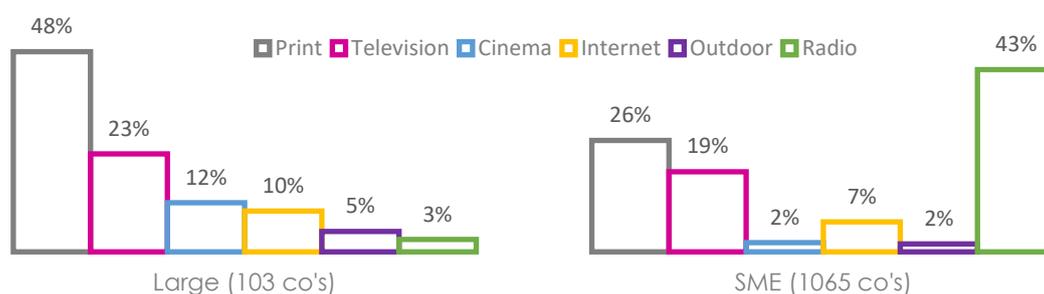
In spite digital seems to be the most trending content platform nowadays, the analysis of 1168 media companies highlight that there is strong cross-media supply in the UK with strong ground in the traditional segments. In terms of media types, the structure of the indentified 1168 media companies show a strong radio and print company supply in the UK (on a licensee level; sales houses show more concentration). On average, **4 media companies belongs to radio services providers (licencees), 3 are print publishers and 2 are television firms out of every 10 media companies.**

The cross-media profile of **the large segment present a publisher-rich market**: half of the large UK media companies are print publishers – however, on individual company level the largest ones are television and internet corporations (see next pages).

In the SME segment radio companies dominate in terms of number of firms, followed by print publishers.

5 out of 10 large size UK media companies belong to print publishers

Source: Whitereport cross-media data platform



However, there is no media company without digital content provision, the **number of pure online content provider companies (not including e-commerce, listing etc. companies where the main revenue source comes from transaction but content) are surprisingly small.**

It is important to point out the differences between segment sizes (where both turnovers and company numbers count) and individual company rankings based on turnover or other financial indicators.

→ It is worth further analysing the stage of digital transformation by segments, and also the segment of online content providers, as their reality is different from the global players, while their importance in future business developments (and the UK SME economy, as well as media pluralism etc.) is crucial.

→ The market size is bigger not only because of the long tail (many SME's), but also due to the 'young outsiders' (mainly tech companies like Google and Facebook, as well as original content providers like internet television Netflix). The growing internal and external competition challenges status quo's but also appoints new directions for business and regulatory developments, while Whitereport might also be a tool for measuring and monitoring media pluralism from certain aspects.

Interested to see the complete list of 1168 UK media companies? Ask for your free 3-day-trial to browse www.whitereport.co.uk to get data and insight in minutes, or [let us know](#) how we could help your work.

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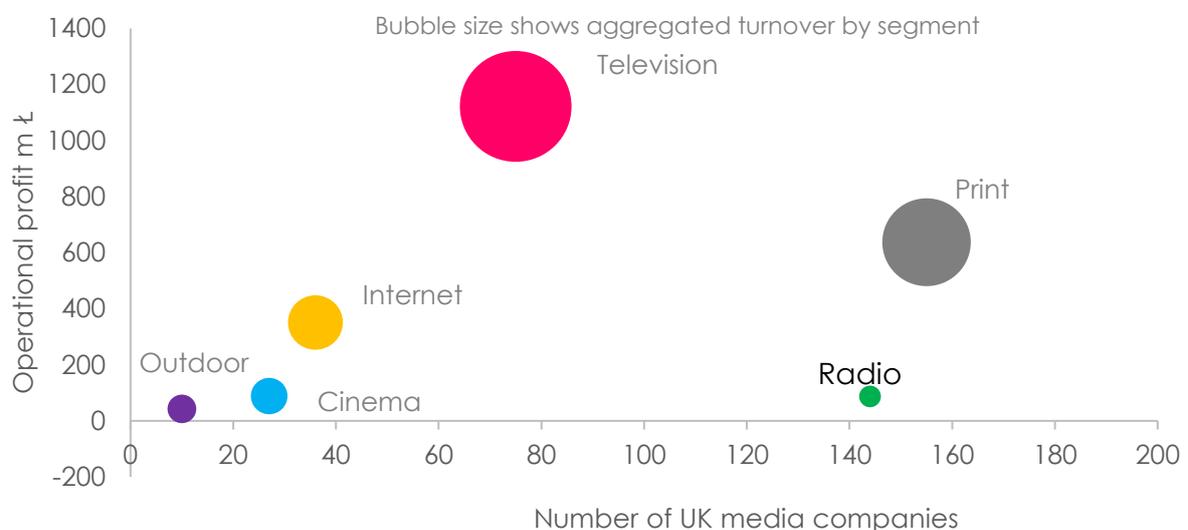
Traditional players (especially television and print) are powerful

A 3-D map of the aggregated turnover, operational profit and company number data provides a factual picture of the cross-media market segments status in the UK.

'Traditional' original content providers from the television and print publishing segments are the most powerful in terms of their turnover and profitability. However no content or media company exists nowadays without digital content provision (and digital revenues are included in the main segment category (television, radio, print etc.)), Whitereport's data collection indicates that digital revenues are a growing but still not dominant part of traditional media companies' turnover.

Strength of traditional content providers based on aggregated segment data

Source: Whitereport cross-media platform, based on 447 companies with turnover data out of 1168



The total, aggregated size of market determines market shares and impacts on merger & acquisition and competition decisions.

→ The 'media cake' is different from the 'advertising cake', including not only advertising but distribution, digital, event etc. types of revenues of content providers. It is important to consider financial facts as currencies for measuring the performance of content and media service providers. The evidence that television and print are the most powerful segments - on an aggregated level – might be related to the mixed business model, generating revenues from end-consumer and advertisers.

→ The Whitereport facts also call attention for the cross-media nature and aspect of the content market.

→ If content was defined in a cross-media way and platform-agnostically (meaning news, sport, entertainment, professional information or other content types were considered news, sport, etc. contents independent from the platform where they are consumed), it would impact on regulatory, policy, business decisions and frames. However the media supply is cross-media, audience measurements do not cover full cross-media consumption yet (in some media types not even the long tail).

→ In the transformation of the media market when global players extend the market borders anyway, it is an important issue to reconsider market definitions.

If you wish to dig deeper into the cross-media market structures, sizes, positions and competition, or would want to see the full picture, the Cross-media Reality Check Full Report is designed for you. It provides you with detailed insights by analysing turnover, profit, tax, media type, company size and many more indicators. Should you prefer analysing on your own, ask for your [free 3-day-trial](#) to browse the Financial modul of www.whitereport.co.uk.

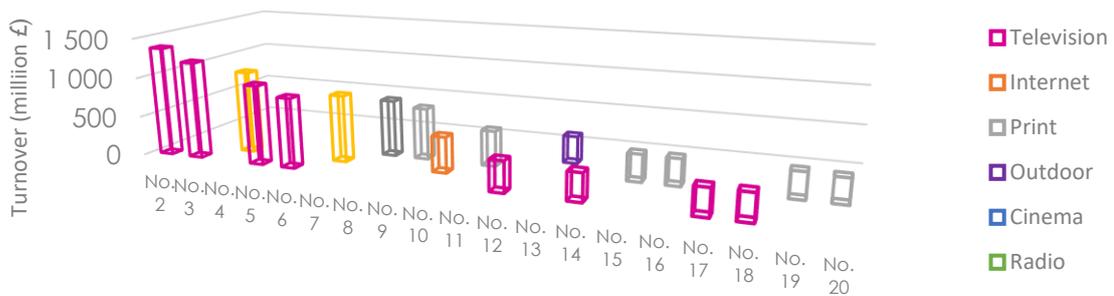


UK media companies league table highlight a cross-media mix of television, internet, print and OTT content provider giants

The Premier League of large size media company segment includes 20 UK firms with a turnover exceeding £300 million, and a reported UK turnover of the top 5 companies are over £1 billion.

The super large are mainly television, internet and print

Source: Whitereport cross-media platform
 (BBC ranked as no. 1. but not shown)

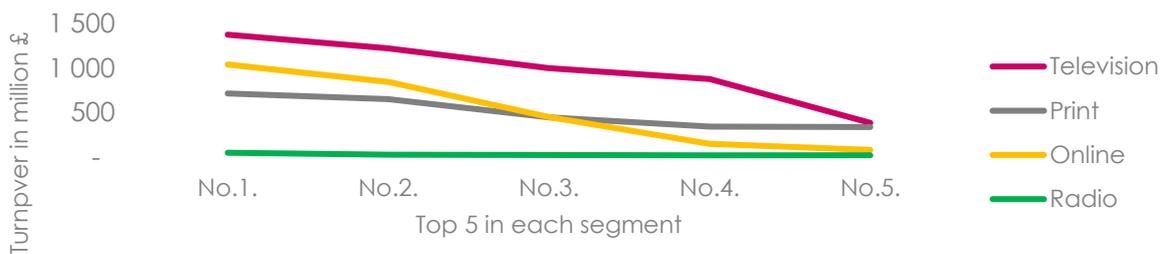


In terms of company sizes television takes the lead, however online media companies catch the level of some of leading television corporations and are already bigger than individual print publishers.

The turnover pattern of super large media companies in the UK suggests there is a strong cross-media competition in each segment for the attention of and for money of end-consumers and marketers – and the distance from consumers and marketers has become the stake of the game in 21 century. The challengers are young, internet focused companies, mainly incorporated after 2000, while the traditional ones were born in 1971 on average (the oldest large size media company was incorporated in 1864).

Turnover of top 5 UK content provider companies in each media type

Source: Whitereport cross-media platform



Notes: Sky's incl. with content revenue; Google, Facebook and other global companies are included with their reported UK entity data; BBC is excluded.

- The fact that the large UK media companies are almost 50 years old on average holds advantages and disadvantages in the accelerated industry transformation when content and technology meet.
- From business point of view the cross-media mix even in the Premier League of UK media firms suggest the importance of original content, strong capital and a need for fresh mindset to transform.
- Traditional players should have bigger self-confidence based on their achievements to become a game changer again.

Interested to see more benchmark data to evaluate performance and competitors? [Order Whitereport's UK Cross-media League Tables](#), including rankings by turnover, profit, intangible assets, profit after tax, advertising and subscription revenues and many other indicators, or or [let us know](#) how to help.



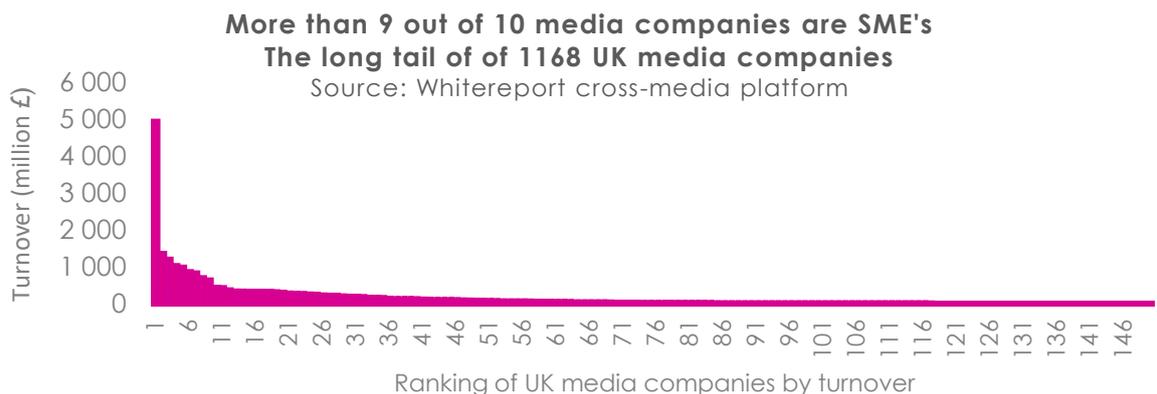
THE ULTIMATE CROSS-MEDIA TOOL FOR THE MEDIA INDUSTRY



More than 9 out of 10 UK media companies are SME's

Having identified the most visible top 1100+ UK media companies, including television, radio, print, online, cinema and out-of-home players, the media market seems to have a long tail. 103 companies are 'large size' and 1000+ firms belong to SME's, out of which 140 are medium size, 713 are small and the rest is micro-size companies.

(Further building the data base with Universe modul you can expect an even longer tail, including not only companies but local authorities, educational organisations, churches etc. In the Financial modul we focus on business entities.)



From the structure of the so far identified 1168 media companies we suppose the so far undiscovered part of long tail will also be SME's (mainly micro size companies). It means the ratio of SME's will be definitely higher.

Consequently, it is important to further analyse the financial status of medium-small-micro média companies versus the capital strong large size companies, to check how much the SME sub-sectors are able to develop, transform their businesses and how it effects market consolidation, competition and media pluralism.

→ Analysing the long tail adds new angles:

- might facilitate new business and M&A opportunities, growth strategies for media companies
- draws a more precise picture on competition; a bigger market size results different market positions
- SME's are crucial to economy – it is worth digging deeper into this segment to understand the nature of business, market structure here to help them get more competitive as producing content is more than business
- Wide content supply is essential to media pluralism, as well.

Interested to learn more?

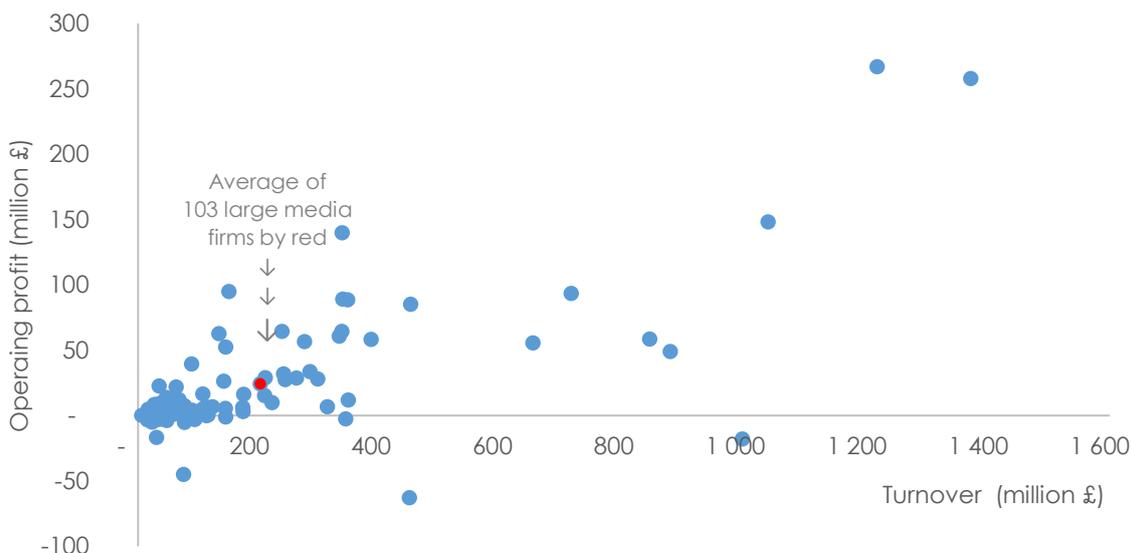
See more facts & figures on the complete market structure, especially the long tail (SME's) of UK media market - order the [full version of UK Cross-Media Reality Check report](#) or ask for your [free 3-day-trial](#) to browse the Financial modul of www.whitereport.co.uk.



7 out of 10 UK media companies are profitable

According to facts & figures collected by Whitereport, out of 10 media companies 7 are profitable, based on 372 media companies with operational profit (small accounts do not have to report it). The map of large media companies below shows an overall profitable market – with huge individual differences among the top 103 media companies.

The 2-D company level cross-media map of 'large size' UK media companies
in terms of turnover and operating profit – benchmarking, competition and growth aspects to consider



Notes: BBC is excluded.; Google, Facebook and other global companies are included with their officially reported UK entity data.

→ Beside the overall pattern of large size UK media company map shown above it might be exciting to analyse the positions of television, OTT, online, print, radio, outdoor and cinema companies to get a wider benchmark to support growth or acquisition strategies.

→ The same map can be drawn for the SME's by subsegments, media types ect. to understand the current reality and get insights to make it better.

→ It is worth looking behind the general patterns and see the company level data and the league table positions by turnover and operational profit figures (and employee etc.), especially in case of the upcoming international internet and OTT companies to understand their growth strategies for business and regulatory decision making. Similar maps and conclusion might be drawn for the SME's by subsegments or by other indicators.

Unlock the complete map of UK media company benchmark and competitive data by several additional indicators - ask for your [free 3-day-trial](#) to browse the ranking data in the Financial modul of www.whitereport.co.uk.

Prefer to get ready-to-use analysis? [Order Whitereport's UK Cross-media League Tables!](#)



8 out of 10 tax pounds are paid by television and print companies

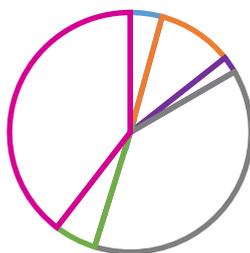
UK media companies pay a significant amount of tax. 4 of out every tax pound is paid by television companies and another 4 by print companies.

It means that the remaining 2 tax pounds are paid by the remaining segments: internet companies – including the UK entities of global corporations – and radio, outdoor and cinema sectors players.

8 out of 10 pounds tax paid by television or print publishers among the UK media companies

Source: Whitereport cross-media data platform

■ Cinema ■ Internet ■ Outdoor ■ Print ■ Radio ■ Television



Tax amounts might significantly change year on year as it depends on many factors, so drawing conclusions requires a closer look on each size segment, from large to the micro segment.

→ Country level turnover reporting and tax paid is a hot issue. From Whitereport data you can further analyse its current pattern that might help all stakeholders improve the current situation.

Interested in total sum of tax paid by the media companies, its ratio in terms of locality, media type segment, SME vs large size companies?

Check out our UK Cross-media League Table by turnover, profit, intangible assets, profit after tax and many other indicators to get a full picture, or browse in www.whitereport.co.uk, starting with a 3-day free trial.



9 out of 10 UK media companies are in England, 4 in London; 8 employee out of 10 in London

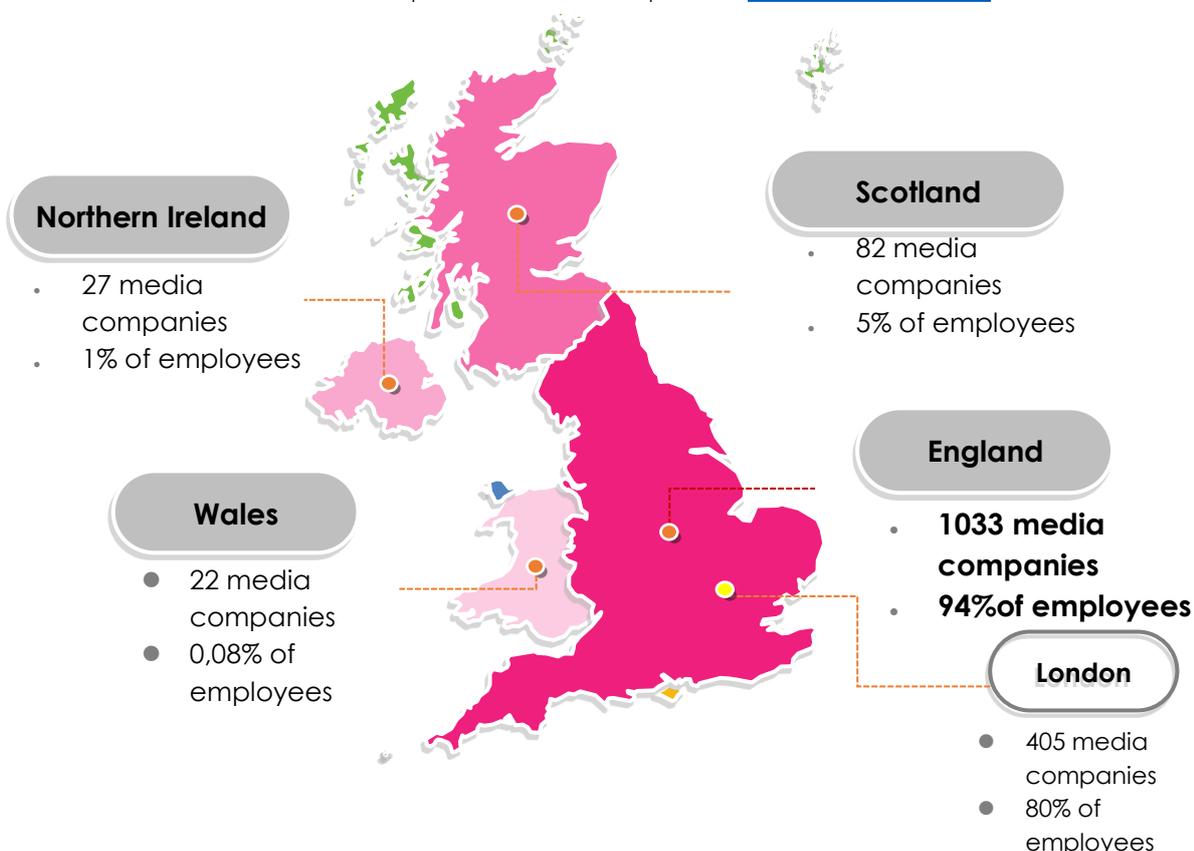
In terms of regional allocation of the 1168 UK media companies identified in Whitereport data base 88% of UK media firms are registered in England. There is a **strong concentration in London, even bigger than in the creative industry in general, based on Whitereport cross-media data:**

- **405 media companies** are settled in London, and the majority.
- **70% of large size media companies** operate from the capital.
- **80% of media company employees work in London.**
- Also a very significant proportion of turnover, profit and tax are also generated in London.
- Whitereport's post code analysis might draw an even more precise map that highlights that 'W' and 'WC' areas give places to the most media companies in London.

London is the capital of the UK content & media industry.

Regional allocation of 1168 UK media companies

Source: Whitereport cross-media data platform, www.whitereport.co.uk



A deeper analysis might show the demninity of content/media companies versus businesses in general and to investigate what the reality is visualised on a more detailed turnover, profit, tax and employee, cross-media map of UK, split between large corporations and SME's.

Are media companies in London are bigger in terms turnover, profit and tax, or turnover per employee? Which area is rich in what type of media companies? Find out more by Whitereport's post code analysis that draws an even more precise map by subscribing to access www.whitereport.co.uk.

Would love to ready-to-use detailed maps? Please let brief us.



What to expect from Whitereport Financial and how Whitereport products help business, regulatory and policy decision makers

Beside this free Cross-media reality Check public report we might help your work in several ways (more details and prices on www.whitereport.co.uk):

1. Access the Whitereport data platform at www.whitereport.co.uk,
2. Reports
 - a. UK Cross-Media League Tables
 - b. UK Cross-Media Reality Check
 - c. Bespoke analysis based on your brief and requests

1. Accessing www.whitereport.co.uk for 1168 UK media companies data

Due to the search engine platform Whitereport members can have unlimited and flexible queries literally in minutes: each media company identified and listed individually, by segments (television, radio, internet etc.), by company forms, or the whole list of 1168 market players are available in a minute.

For each of the 1100+ content and media provider companies data queries can provide information like media type classification (television, radio, print, online etc.) based on the main revenue source of the given media company, official address with post codes, registration number, company size classes (large vs SME's), company forms, direct ownership and many other information.

You'll also find financial and commercial data on company turnover, operational profit, tax paid after profit, profitability patterns, turnover segmentation; wherever public sources are available for net advertising revenue, distribution revenue, digital revenue etc. You will find company turnover data for 447, operational profit for 372, tax data for 234 UK media companies

(small accounts do not have to report such information), and Whitereport subscribers can also search by many other financial data (net worth, intangible assets, etc.) for the whole data base or for certain segments.

As much as it is available from public sources we collect and input content related revenues in the Whitereport platform (e.g. in case of Sky to separate telecommunication and content revenues). You'll also find ownership

information on each company.

The screenshot shows the Whitereport Database interface. At the top, there is a navigation bar with the Whitereport logo and the tagline 'THE ULTIMATE CROSS-MEDIA INDUSTRY TOOL OF THE MEDIA INDUSTRY'. Below this, there are menu items: 'MEET US', 'ABOUT', 'WHAT WE DO', 'REPORTS', and 'CONTACTS'. The main content area is titled 'WHITEREPORT Database' and shows a search results page for 'Report16: Financial report'. The page number is 'page 4 / 5' and there is a 'back to list page' link. The search parameters section is expanded, showing a list of financial indicators with checkboxes. The indicators include: Turnover (GBP), Exports (GBP), Ad Upgrade (turnover by class of business), Operating profit (GBP), Tax paid on profit (GBP), Profit after tax (GBP), Net assets (GBP), Net worth (GBP), Cash (GBP), Total assets (GBP), Intangible assets (GBP), Employees (person), Profit after tax / Turnover (%), and Turnover / Employees (GBP/person). There are 'Prev' and 'Next' buttons at the bottom of the search parameters section.





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THE ULTIMATE CROSS-MEDIA INDUSTRY TOOL OF THE MEDIA INDUSTRY

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Report16: Financial report [back to list page](#)

■ THE SELECTED PARAMETERS [Start new query](#)

Jellemző: Turnover (GBP),Exports (GBP),Ad Upgrade (turnover by class of business),Operating profit (GBP),Tax paid on profit (GBP),Profit after tax (GBP),Net assets (GBP),Net worth (GBP),Cash (GBP),Total assets (GBP),Intangible assets (GBP),Employees (person),Profit after tax / Turnover (%),Turnover / Employees (GBP/person),Profit after tax / Employees (GBP/person);
Media company: Only media companies;

Company name	Business form	Registration number	Company size	Partner ID	Media company in 2017	Main operating area in 2017	
Sky Uk Limited	Private Limited with Share Capital	2906991	Large	UK900008	Media company	Internet, Radio, TV	Bf
British Broadcasting Corporation	Other	RC000057	Large	UK900010	Media company	Internet, Radio, TV	13 W
ITV Broadcasting Limited	Private Limited with Share Capital	955957	Large	UK900026	Media company	TV	IT Bc
Google UK Limited	Private Limited with Share Capital	3977902	Large	UK900030	Media company	Internet	9c
Channel Four Television Corporation	Other		Large	UK900031	Media company	Internet, TV	4c Cl
Bbc Worldwide Limited	Private Limited with Share Capital	1420028	Large	UK900033	Media company	Internet, TV	Bf
Facebook UK Limited	Private Unlimited with Share Capital	6331310	Large	UK901739	Media company	Internet	, f
Trinity Mirror Plc	Public Limited with Share Capital	82548	Large	UK900037	Media company	Press	D.
Associated Newspapers Limited	Private Limited with Share Capital	84121	Large	UK900038	Media company	Internet, Press	D. St.
Amazon Instant Video Limited	Private Limited with Share Capital	6528297	Large	UK900046	Media company	Internet	pr
News Group Newspapers Limited	Private Limited with Share Capital	679215	Large	UK900047	Media company	Internet, Press	dr Tf

The UK Financial modul was launched in October 2017 with public data available by 10 Oct 2017. We track the performance and changes of the 1168 UK media with an updated pool of data in April 2018, and after that members will get monthly updates via the website access.

This 1168 is just the tip of the iceberg. Beside updating the current

Financial module we will further develop the database by the Universe modul to discover the longer long tail, including the non-professional media service providers.

2. Reports: UK Cross-Media League Tables, the full Cross-Media Reality Check

A wide range of Whitereport ready-to-use reports can be taken off the shelves.

Let us help you select the ones supports your work and saves your time the most! More details on www.whitereport.co.uk under Services.

Basic	Cross-media League Table Maps by turnover, operational profit, profit after tax, employee, turnover per employee + gratis: regional map of UK media companies	Cross-media Reality Check report Summary & 2 Segments: cross-media overviews and selected 2 media types (20-25 pages)
Standard	League Tables by Media Type (television / radio / print / online / cinema / out-of-home media providers) by turnover, operational profit, profit after tax, employee, turnover per employee + gratis: regional map of UK media companies	Full Cross-media Reality Check report (60 pages)
Premium	Full Cross-media League Tables & Maps: as in Standard + cash, intangible assets, net and total assets, net worth + gratis: regional map of UK media companies	Tailor made Cross-media Reality Check report based on your brief & 2 hours consultation



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From left to right: **Szilvia Marton: COO, Kinga Incze: COO, Timea Nagy: CRO.** Photo by Orbital Strangers

WHITEREPORT
mediabrowser

THE ULTIMATE CROSS-MEDIA TOOL FOR THE MEDIA INDUSTRY

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