



MEDIA & MARKETING INDUSTRY

Q1 2018 :: Mergers and Acquisitions Trend Report

Media & Marketing transaction volume decreased six percent over the past three months, from 395 to 370. Aggregate value fell 66 percent, from \$80.7 billion to \$27.5 billion. This was due in major part to The Walt Disney Company's announced acquisition of 21st Century Fox for \$66.1 billion in Q4 2017. Total value gained 32 percent on a year-over-year basis.

Financial sponsors were responsible for three of the industry's top ten highest value deals in Q1 2018. The largest overall transaction year-to-date was a Blackstone Group led consortium's announced acquisition of a 55 percent stake in Thomson Reuters Financial & Risk division for \$11 billion. This was one of the largest deals ever completed by Blackstone.

Deal flow in the Internet Media segment increased 25 percent in Q1 2018. This made it the sector with the largest quarterly rise in volume. Internet Media also nearly surpassed the Marketing segment as the industry's most active sector in Q1 2018.

M&A activity in the Marketing segment decreased 21 percent on a quarterly basis. The largest Marketing deal year-to-date was Ocelot Partners' announced acquisition of Ocean Outdoor, a digital out-of-home advertising company, for \$280 million. This was the only segment transaction to reach the industry's list of top ten highest value acquisitions during the quarter.

The number of deals in the B2B Publishing and Information segment saw a slight uptick over the past three months, whereas activity in the Consumer Publishing segment experienced a minor decline. The highest value Consumer Publishing transaction year-to-date was Tronc's sale of The Los Angeles Times and San Diego Tribune to billionaire Patrick Soon-Shiong of Nant Capital for \$590 million. This includes the assumption of \$90 million in pension liabilities.

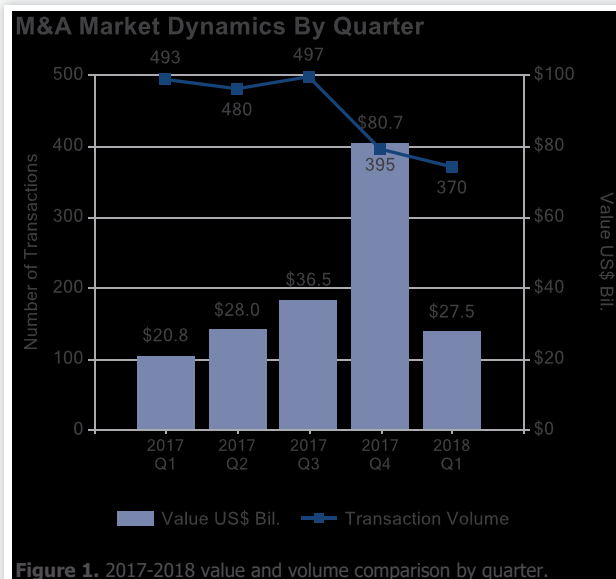


Figure 1. 2017-2018 value and volume comparison by quarter.

Top Ten Notable Transactions Q1 2018

| Deal Date | Target Name | Buyer | Value MM US\$ |
|------------------------------------------------------------|-----------------------------------------------------------------------|-------------------------|---------------|
| 01/31/18 | Thomson Reuters Financial & Risk | Blackstone Group LP | \$11,000 |
| 01/30/18 | United Business Media Limited | Informa plc | \$6,168 |
| 02/01/18 | MTG Nordics | TDC A/S | \$2,486 |
| 02/23/18 | Tantan Limited | Momo Inc. | \$763 |
| 02/08/18 | Los Angeles Times | NantWorks LLC | \$590 |
| 01/29/18 | Public Relations Solutions & Digital Media Services from Nasdaq, Inc. | West Corporation | \$335 |
| 03/22/18 | The Weather Channel Television Network | Entertainment Studios | \$300 |
| 03/01/18 | Ocean Outdoor UK Limited | Ocelot Partners Limited | \$280 |
| 02/19/18 | Nova Broadcasting Group AD | PPF Group N.V. | \$226 |
| 02/09/18 | Northern & Shell Network Ltd. | Trinity Mirror plc | \$179 |
| 2018 Aggregate Transaction Value | | | \$27,519 |
| Top 10 Aggregate Transaction Value | | | \$22,326 |
| Top 10 Aggregate Value as a Percentage of All Transactions | | | 81 % |

Figure 2. Lists the top ten transactions for Q1 2018 and calculates their value as a percentage of the aggregate transaction value as shown in Figure 1.

Note: Transaction data based on announced date.

Transactions By Market Segment

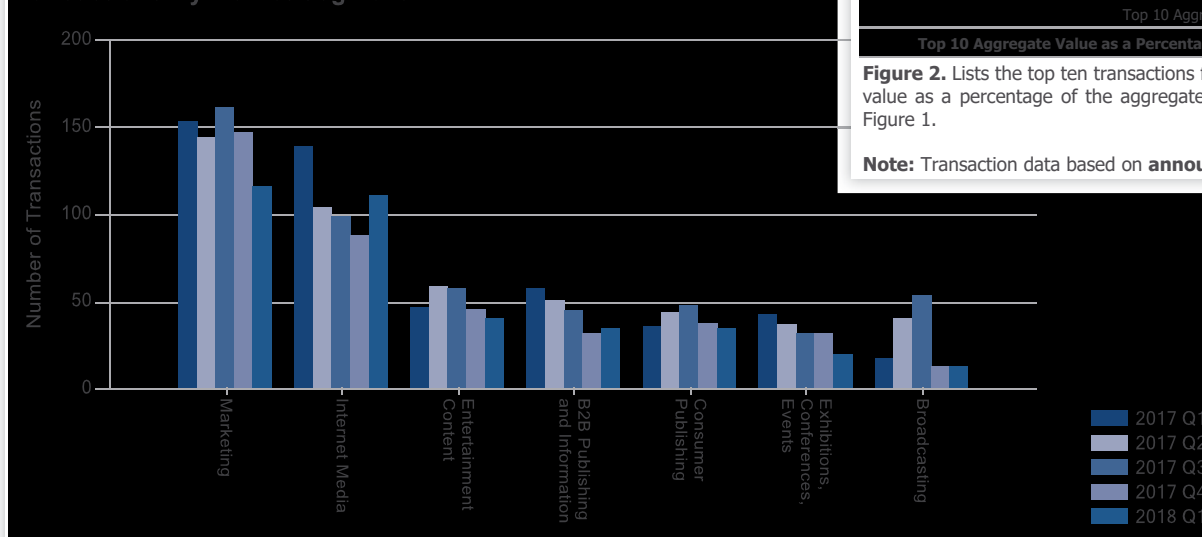


Figure 3. Presents transaction volume by target segment within the Media and Marketing Industry from January 1, 2017 through March 31, 2018.

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For current intelligence on Mergers and Acquisitions activity in the Information Industry please visit our online service at

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A PORTFOLIO COMPANY OF



S&A Holdings, LLC

HAS ACQUIRED



HAS BEEN ACQUIRED BY



A SUBSIDIARY OF



TEACHERS-TEACHERS.COM

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