Paper details:

Transformation of the Media & Entertainment Industry Mega deals are regularly occurring in the Media & Entertainment sector as companies rush to adapt to the substantial changes sweeping the industry. The main focus continues to be on user experience and getting closer to the customer, and increasingly companies are using Mergers & Acquisitions to achieve this. Generally, those investing in successfully engaging with consumers are destined for growth. Large M&A’s in the media & entertainment sector pose a unique set of challenges particularly with people, technology platforms, and partnerships. These challenges can create barriers to success even for executives with significant acquisition and integration experience. Write a business report format (2,400 words +/-10%) on this customer-driven transformation. Address the following issues in your paper: 1) Critically analyze the underlying currents of this wave of customer-driven media and entertainment mergers and acquisitions. Concentrate on both strategic and operational synergies. 2) Critically analyze the motivations behind the purchase of 21st Century Fox by The Walt Disney Company and explore how 21st Century Fox's focus fits into The Walt Disney Company business model. 3) Perform a critical analysis of the deal you chose from the financial point of view. Explore the value of the deal and whether it can be judged as justified (use discounted value analysis and comparable transaction analysis in your reasoning). Explore the stock prices prior to and after the acquisition and analyze these moves critically.