



Report Summarizing
Select Media and Retail
Tech Sector Activity



June 2017

Special Highlights in This Issue:

- Specificity of Digital Signage in Targeted Amusement Park Marketing
- Dashboard Displays—Radio’s New Ad Frontier
- The Billboard Survives
- OOH Most Effective Driving Online Activity
- Top US Brands, Advertisers Are Also Top OOH Spenders, A New OAAA Report
- For Valuable RDS Space, It’s Ads Vs. Station Promo Time

Recent PJSC Transactions

May 2017
\$446,000,000



Has agreed to be acquired by

HGGC

The undersigned is serving as advisor to Nutraceutical International Corporation

PETER J. SOLOMON COMPANY

April 2017



Centre Lane Partners and Grand Wealth (subsidiary of Yue Yuen Industrial (Holdings) Limited) have recapitalized Hagggar, resulting in Grand Wealth acquiring 100% of shares outstanding

The undersigned served as advisor to Hagggar

PETER J. SOLOMON COMPANY

March 2017



Has formed a JV with

Verifone®

The undersigned served as exclusive M&A advisor to GSTV, Rockbridge Growth Equity and Verifone

PETER J. SOLOMON COMPANY

March 2017

MODCLOTH

Has been sold to



The undersigned served as financial advisor to ModCloth

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Specificity of Digital Signage in Targeted Amusement Park Marketing

- Most amusement parks employ a “shotgun blast” marketing approach *i.e.* they send a general message to a large group of people and hope that the message is received by almost everyone
- The most effective way to communicate and advertise is to send customized messages tailored to the specific needs of individual guests – the more tailored the message, the more likely the customer is to respond

Digital Signage as an Alternative to Traditional Media

- Digital signage represents a shift from posters and outdated advertising methodologies to the fast-moving digital innovation that excites customers

The Benefits of Digital Signage

- Digital communication screens in amusement parks can include as many different content layouts as a business owner needs and can multi-task, promoting special deals at the same time as providing updates about traffic, weather, Amber Alerts
- Adaptable displays offer business owners customization and interactivity without the need to line the walls with obtrusive ads

Increase Revenue with Targeted Digital Signage Advertising

- The psychological impacts of digital signage on the consumer mindset can be powerful
 - Amusements can provide video of actual guests on the actual ride—either in real-time or through recorded video—and give viewers an incredible perspective on what to expect
- Digital signage for amusement parks can also improve the gift shop atmosphere with the overall goal of creating a better customer experience
 - Park owners should consider using digital content layouts that pull double-duty by advertising and creating social engagement because the longer that customers stay in the store, the more likely they are to purchase something



Digital Signage in Amusement Parks

Dashboard Displays—Radio's New Ad Frontier

- As radio looks to open new revenue streams, more stations are finding gold in the messages that scroll across the dashboard display on car radio receivers. For them, RDS (Radio Data System) technology is both a station-branding platform and a growing sales tool
 - Most stations have for years used the technology to display artist and song info or the station's moniker, call letters or slogan
 - For savvy operators, including Beasley Broadcast Group, CBS Radio and Crista Radio Group, this visual pipeline to the consumer has recently become a form of marketing real estate to be monetized in a host of new ways
- In addition to synchronizing RDS messages with over-the-air ads, stations are taking advantage of this valuable canvas during the music and the times disc jockeys talk
 - One broadcaster sold a national campaign for \$1 million that ran for an entire year across all of its stations, using only a fraction of its available RDS inventory, according to Joe Harb, president and CEO of media tech company Quu Interactive, which offers RDS services to radio stations
 - Beyond adding an additional ad channel, they also build frequency for on-air campaigns. “Anytime you can go back to a client and say, here's the reach and frequency of your on-air campaign and now we're going to add to that this many messages being rotated across the dash of somebody's car, that's pretty powerful
- Clients taking advantage of this extra layer are deploying different execution strategies:
 - Some synchronize their visual message to be displayed on the dashboard at the same time the commercial airs and others have opted in to a share of voice sponsorship approach, which allows a limited number of client messages to rotate along with programming messages on dashboard displays
 - Using Quu's platform, Radio One stations remove the artist and title one minute after the song starts and insert an ad for a car dealer or another client
- Broadcasters selling RDS inventory say it has helped them up-sell existing clients
 - Depending on spot price, stations are charging an additional premium of 10%-20% to display a synchronized RDS message while the spot airs
- This is the next evolution of audio, whether via a broadcast signal or digital stream. It allows for the connection of a visual message with an audio message in real time

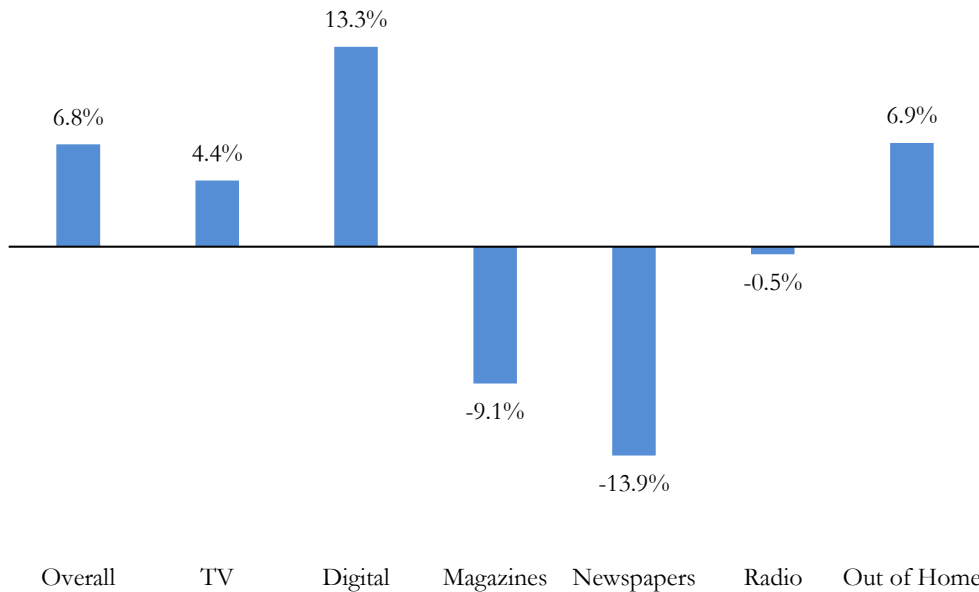
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The Billboard Survives

- Unlike other traditional advertising platforms (i.e. magazines and newspapers), out of home advertising such as billboards and subway posters grew ~7% last year, due to the rapid conversion of static ad spaces to digital
 - According to eMarketer, roughly 50% of all out of home ads will be digital this year, up 10% from 2014

- What used to challenge out of home advertising growth was its inability to measure accurately how many people, and which types of people, saw the ads, but with the rise of digital screens and smartphone ownership, this is changing:
 - Billboard operators have created new technologies that will serve people the same billboards ads that they pass on the street on their smartphones in real time, doubling the impact
 - Digital billboard ads can also be sold programmatically, increasing the number of advertisers who can buy them which creates more demand

Change in U.S. Ad Spending by Medium 2015-2016



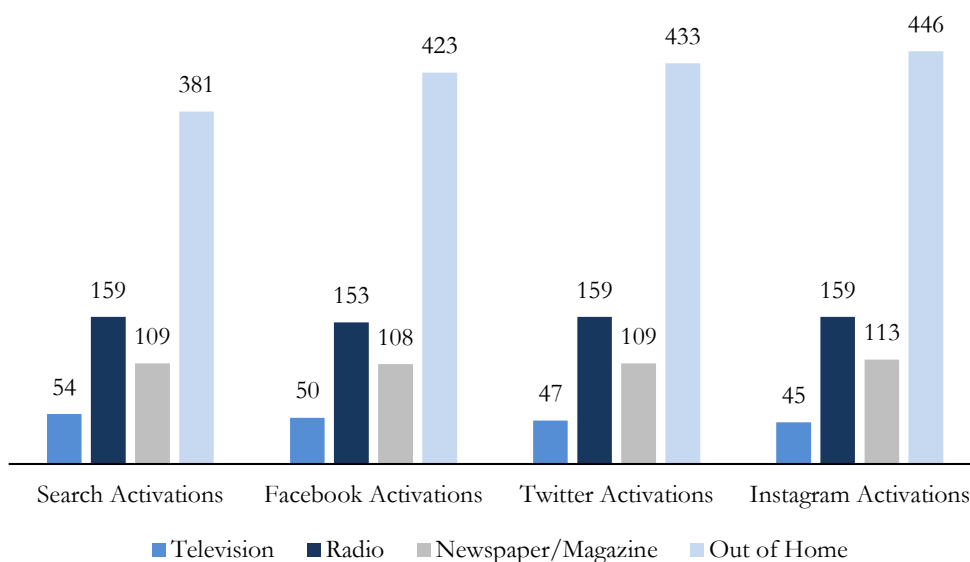
Source: Standard Media Index; Chart: Lazaro Gamio / Axis.

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OOH Most Effective in Driving Online Activity

- Out of home (OOH) advertising is the most effective offline medium in driving online activity according to a new study by Nielson
 - The study found OOH delivers more online activity per ad dollar spent vs. television, radio and print
- Online activations including search, Facebook, Twitter, and Instagram activity generated by OOH indexes at about four times the expected rate given its relative ad spend
 - OOH media accounts for 26% of gross search activations generated by television, radio, print and OOH, combined but it only accounts for 7% of the total combined advertising spend
- MAGNA and the Interactive Advertising Bureau (IAB) report digital advertising replaced TV as the top medium in 2016, driven most strongly by mobile, and with search fueling mobile’s growth
 - Nearly five in 10 US adults (46%) have used Google, Bing, Yahoo, or another Internet search engine to look up information after seeing something advertised on a billboard, bus shelter, or other OOH format in the past six months
 - The IAB states mobile advertising accounted for roughly 51 percent, or about \$36.6 billion, of all digital ad revenue reported in 2016
- OOH dwarfs other offline media in its ability to drive search, because consumers are highly engaged with search, Facebook, Twitter and Instagram when outside the home

Online Activations Indexed Against Media Spend



Source: Billboard Insider.

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Top US Brands, Advertisers Are Also Top OOH Spenders

- Some of the largest public and privately held companies in the United States are top overall advertisers and of those, many are top spenders in OOH media
 - 37 of the top 100 overall advertisers appear in the list of top 100 OOH advertisers, and 25 of the top 100 OOH advertiser parent companies are in the Fortune 100
- MegaBrands is a complete review of the largest national advertisers and it reviews the top 100 OOH advertisers and top 100 total media advertisers, along with their ad spend by medium, and ad agency relationships
 - Of the top 100 OOH advertisers in 2016, 68 had increases in OOH spend equal or greater to the industry increase of 3.1%
 - Ranked in order of OOH spending, the top advertisers in 2016 were: McDonald's, Apple, Geico, Chevrolet, Verizon, American Express, Sprint, Anheuser-Busch, Coca-Cola, HBO, Google, Warner Bros Pictures, Microsoft, M&Ms, Chase, Metro PCS, Universal Pictures, Amazon, AT&T and Comcast
 - Over 25% of the companies appearing in the 2016 top 100 were not in the 2015 list including: Android, Budweiser, Capital One, Chevrolet, Chevy Dealers Association, Colosseum Casino, Cylance, Dell, Dove, Facebook, FX, Hulu, Infiniti, Jim Beam, Kia, Showtime, Sony, Taco Bell, TBS, TNT, Toyota, Tresemme, Uber, Various Political State & Local Races, Wrigley's, and YouTube
 - **Google, which was number 88 in OOH spending in 2013 rose to the number 11 spot, while Facebook, which just began spending in OOH in 2014, jumped to number 28 in 2016**



Source: Billboard Insider.

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For Valuable RDS Space, It's Ads Vs. Station Promo Time

- Stations, which have tapped into RDS (Radio Data System) technology love its lucrative, available space for a growing ad market, but station personnel love its ability to promote a top personality and important messages
- **Dividing the Split between Commerce and Content:**
- Apart from its sales application and to display song info, stations that use RDS dayparting embrace it as an ideal electronic sandwich board for important promo messages
 - Because many listeners are accustomed to seeing song title and artist info displayed, programmers are cautious about not allowing the sales department to completely hijack the platform
 - At Radio One, for example, RDS time is split 50-50 between sales and programming
- Benefits: Using the platform from Quu Interactive, which offers RDS services, radio stations can provide buyers with a receipt of how many times a message appeared and for how long
 - “The proof of performance feedback is the single most critical thing for ad agencies,” says Andrew Skotdal, a Quu advisory board member
- Stations can choose how often to repeat the sponsor’s message and can change what synchronized message displays during an on-air spot, (*i.e.* a client may want its website address to display in the morning and a phone number in the evening)
 - During syndicated shows, when stations normally are unable to display artist and title, the Quu technology allows programmers to display them
 - Some stations use RDS as an info blast to display messages such as a game score during a particular time and some stations tap into their own platform to sell RDS inventory instead of using Quu
 - Several CBS Radio stations displaying advertiser messages via RDS use their own proprietary technology and other technologies, such as NextRadio, allow for robust and interactive visual components that accompany audio ads
- Ads during the music have become a natural outlet for concert promoters and record labels
 - When a Carrie Underwood song is playing, info about her local concert appearance or new album can be flashed across the screen
- Taking the technology yet a step further, Seattle-based Crista Media invested three years of R&D work to synchronize RDS ads on its broadcast stations with the messages consumers see when they stream its stations on mobile devices and desktop computers
 - This multiplatform synchronization through all devices brought in \$300,000 in incremental revenue in 2016 across its three FM radio stations
 - Crista has branded its RDS inventory as Spot+, pitching clients that it offers an ad component that goes beyond just a straight audio spot
 - Launched in 2016, Crista charges a 10% premium for Spot+, while also occasionally using it as value-added to big spenders
 - Advertiser reaction has been enthusiastic with about 25% of Crista’s local clients now using Spot+

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Sector News

Out of Home Media

- 5/25: **Outsmart**, the trade body for the Out of Home (OOH) industry in the UK announced that Digital Out of Home revenue reported for Q1 2017 is up by 28% versus 2016
- 5/25: The proposed \$1.6 billion merger between outdoor giants **APN Outdoor** and **oOh! Media** was terminated due to the ACCC's concerns of the lessening competition in the field
- 5/23: **PatientPoint**, the trusted innovator of patient and physician engagement solutions, announced a significant expansion of its digital physician-facing medical news program
- 5/19: **Geopath**, the not-for-profit formerly known as the **Traffic Audit Bureau for Media Measurement** announced the strategic partnership with **Ayuda[x]** to revolutionize audience location measurement in OOH
- 5/18: Australia OOH industry reported a net media revenue of \$60.8 million for April, an increase of 10.8%
- 4/20: OOH and location marketing agency **Posterscope** announced a new partnership with smart city technology company, **The Digit Group** to enhance brand experiences
- 4/12: **Gas Station TV**, the Michigan-based "at-the-pump" video network and **Verifone**, the California payment and commerce solutions company, announced a 50-50 joint venture
- 4/4: US outdoor companies (**Clear Channel Outdoor**, **Lamar Advertising** and **OUTFRONT Media**) stocks increased by 16% per annum in Q1 of 2017, well above the 6% increase for the S&P 500 in Q1
- 3/23: **OUTFRONT Media** announced a partnership with **CBS** and **Turner Broadcasting** to display 2017 NCAA Men's Basketball Tournament scores to its digital canvases

Radio / Music

- 5/25: **Cumulus Media** converted from an annual incentive plan to a quarterly program for its top executives; starting with Q1, it will pay based on reaching budgeted levels for adjusted EBITDA
- 5/15: **Cumulus Media** reported net revenues of \$264 million, down 1.7% from same quarter 2016, net loss of \$7.4 million and EBITDA of \$38.7 million, down 7.6%
- 5/11: **Emmis Radio** net revenues for the fourth fiscal quarter were \$34.0 million, down from \$36.4 million the prior year, a decrease of 6.6%
- 5/9: **Pandora** announced it has entered into an agreement for a \$150 million strategic investment from **KKR**
- 5/9: **Emmis Communications** announced an agreement to sell **KPWR-FM Power 106** in Los Angeles to an affiliate of the Meruelo Group for \$83 million
- 5/4: **CBS Radio** revenue declined by \$12 million Q1 2017
- 5/4: **iHeartMedia** lost \$388.2 million in Q1 2017 versus a loss of \$88.5 million in Q1 2016
- 4/28: **E.W. Scripps Co.** closed its offering of \$400 million of new 5.125% senior unsecured notes due 2025 and an amendment and restatement of its existing \$100 million senior secured revolving credit facility
- 4/28: Streaming music service, **Spotify** bought the Brooklyn, NY-based **Mediachain Labs**, which develops an open source, decentralized media library
- 4/27: **SiriusXM** announced the acquisition of **Automatic Labs**, a San Francisco-based provider of connected vehicle services for consumers and enterprises for an undisclosed sum
- 3/31: **Pandora** reported that revenue for its ticketing service was \$27.8 million in the first quarter, a 25 percent year-over-year increase

Source: Company press releases and Wall Street research.

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Sector News

Broadcasting / Telecommunications

- 5/25: **Norsat**, a Canadian satellite communications company, received a higher amended offer to acquire **Hytera Communications**, a Chinese manufacturer of radio transceivers and radio systems \$11.25 per share
- 5/23: **Sonus Networks**, a Massachusetts-based communications business agreed to merge with **GENBAND**, a Plano, Texas-based provider of carrier and enterprise network transformation and real-time communications solutions, together having a value of \$745 million
- 5/22: **Wave Broadband**, a Washington-based fiber and broadband services provider, agreed to be sold to **RCN Telecom Services**, by private equity firms **Oak Hill Capital Partners** and **GI Partners** for \$2.37 billion
- 5/15: **Dish TV** shareholders approved planned merger of **Videocon d2h** with company
- 5/12: **Cisco Systems**, a technology conglomerate based in San Jose, California, announced its acquisition of San Francisco-based privately held **AI company Mindmeld** for \$125 million
- 5/11: **Straight Path**, a Virginia-based wireless spectrum vehicle, agreed to be acquired by **Verizon** for \$3.1 billion
- 5/10: **DHX Media**, the Halifax, Nova Scotia-based children's TV production company acquired the entertainment division of **Iconix Brand Group** for \$345 million
- 5/10: **West Corp**, a global provider of communication and network infrastructure services agreed to be acquired by **Apollo Global Management** for \$5.1 billion
- 5/8: **Tribune Media** agreed to be acquired by **Sinclair Broadcast** for \$3.9 billion
- 5/1: **Cable One**, a Phoenix, Arizona-based cable service provider, acquired **NewWave Communications**, an Arkansas City, Arkansas-based cable operator for \$735 million
- 5/1: **Motorola Solutions**, a Chicago-based telecommunications equipment maker acquired **Kodiak Networks**, a Texas-based provider of broadband push-to-talk equipment for an undisclosed sum
- 4/25: **BICS**, a global provider of international wholesale connectivity and interoperability services acquired **TeleSign**, a company active in the provision of authentication and mobile identity services to Internet / digital service providers \$230 million
- 4/24: **Sinclair Broadcast Group**, a Maryland-based television broadcasting company agreed to buy **Bonten Media Group**, a New York City-based television station owner and **Esteem Broadcasting**, a Virginia-based TV broadcaster for \$240 million
- 4/17: **Tatwah Smartech**, a China-based listed electronic components maker agreed to buy the 100% of **TOPBEST COAST**, a British Virgin Islands-based privately held investment company, for \$73 million
- 4/17: **Crown Castle International**, a Houston, Texas-based wireless infrastructure provider acquired **Wilcon Holdings**, a Los Angeles -based fiber services provider from **Pamlico Capital** for \$600 million
- 4/13: **Windstream Holdings**, a Little Rock, Arkansas-based provider of advanced network communications products and services agreed to **acquire Broadview Networks Holdings**, a Rye Brook, New York-based telecommunications company for \$227.5 million
- 4/10: **AT&T** announced it will purchase **Straight Path Communications**, a Glen Allen, Virginia-based wireless company, for \$1.6 billion
- 4/10: **Uniti Group** agreed to acquire privately-held **Southern Light**, a leading provider of data transport services along the Gulf Coast region for \$700 million

Source: Company press releases and Wall Street research.

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Sector News

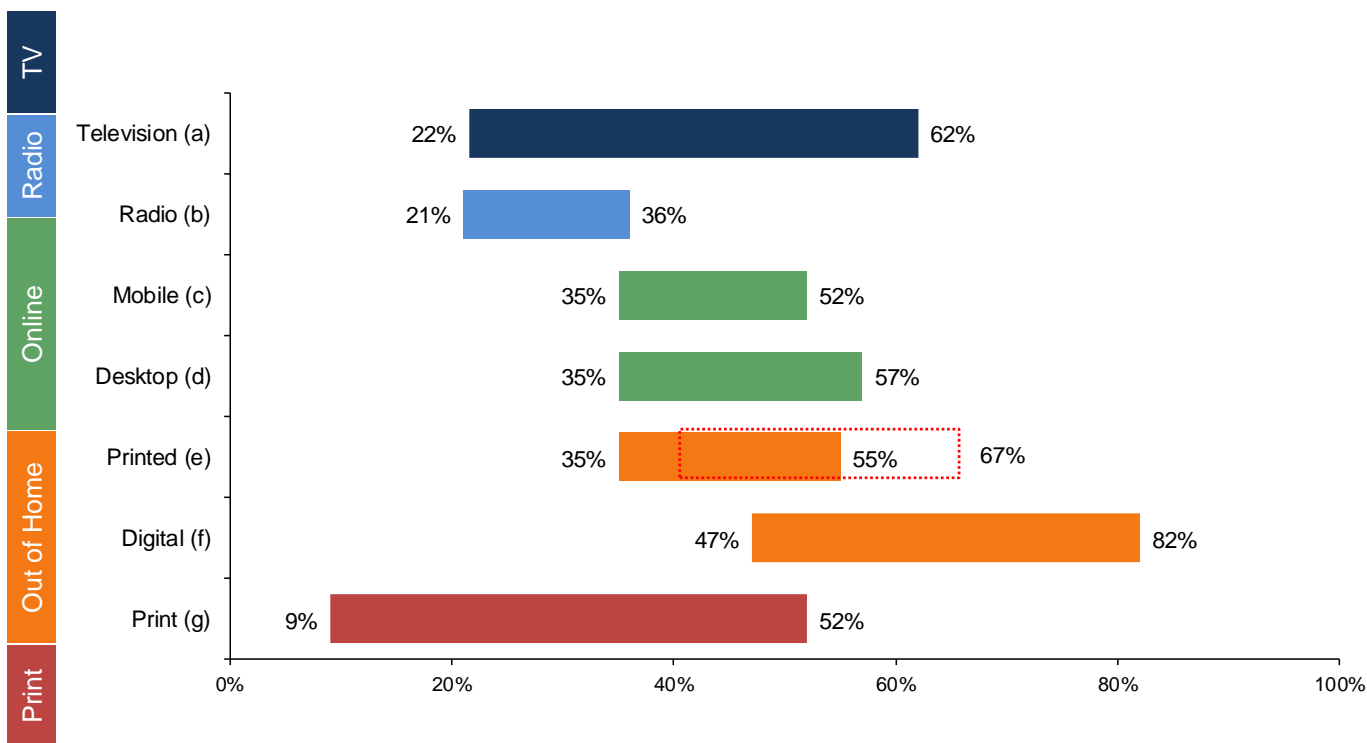
Other Key Digital Media and Tech Headlines

- 5/24: **Peloton Interactive**, the technology company revolutionizing the fitness industry through its indoor cycling bike and studio content, announced it closed a \$325 million Series E financing round
- 5/15: **Lattice.io**, a California-based artificial intelligence startup was acquired by computer and phone group, **Apple** for \$200 million
- 5/10: Virginia's **Landmark Media's Dominion Web Solutions** agreed to be acquired by **Eurazeo**, a French-based global investor and **West Street Capital Partners VII** for \$680 million
- 5/8: **Fidelity National Financial** announced that **FNFV Group** agreed to sell **One Digital Health and Benefits**, the nation's largest company focusing exclusively on employee benefits for \$560 million to investment firm, **New Mountain**
- 5/3: **Cisco Systems** announced that it will acquire **Viptela**, a privately held software-defined wide area network company for \$610 million
- 5/2: **IAC**, a New York City-based media and Internet company, agreed to purchase **Angie's List**, an Indianapolis, Indiana-based web aggregator of consumer reviews for an undisclosed amount
- 4/19: **Axel Springer**, the German media group made an undisclosed investment in **Uber Technologies**
- 4/19: **Experiment Engine**, the Texas-based Internet marketing services provider was acquired by **Optimizely**, the San Francisco based company that makes customer experience optimization software for an undisclosed amount
- 4/18: **SeatGeek**, the NY venture-backed ticketing company announced it will acquire Israeli ticketing software firm, **TopTix** for \$56 million supported by a \$57 million Series D funding round led by **Glynn Capital**
- 4/18: **Investoo Group**, a UK-based financial venture backed by online technologies leaders **Kinetic Investments and Optimizer Invest** acquired **100ForexBrokers.com**
- 4/17: Leading global social casino operator, **DoubleU Games** agreed to acquire **Double Down Interactive**, a leading social casino subsidiary for \$825 million from **International Game Technology**
- 4/15: **Katerra**, a construction technologies company in Menlo Park, California raised \$130 million in Series C funding without disclosing investors
- 4/12: **Zyme**, a channel data management cloud platform provider in Redwood Shores, California sold a majority stake to **Insight Venture Partners** for over \$100 million
- 4/12: **Qualtrics**, the Utah-based experience management software company closed a \$180 million funding round at a \$2.5 billion valuation with **Insight, Accel** and **Sequoia Capital** participating
- 4/10: **Harland Clarke Holdings**, a San Antonio, Texas-based payment processor and marketing services firm agreed to acquire **RetailMeNot**, an Austin, Texas-based coupon website for \$630 million
- 4/10: **Xcerra**, a Norwood, Massachusetts-based provider of products and services to the semiconductor and electronics manufacturing test markets agreed to be acquired by **Unic Capital Management** for \$580 million
- 4/5: **Snowflake Computing**, the only data warehouse built for the cloud announced it closed \$100 million in growth funding led by **ICONIQ Capital** and **Madrona Venture Group**

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Advertising Effectiveness – PJSC Study and Recall Comparison Analysis

- Based on PJSC independent study of the five primary advertising channels
- Advertising recall defined as advertising effectiveness in which respondents were exposed to an advertisement and then at a later point in time, respondents were asked if they remembered the advertisement on an aided or unaided basis



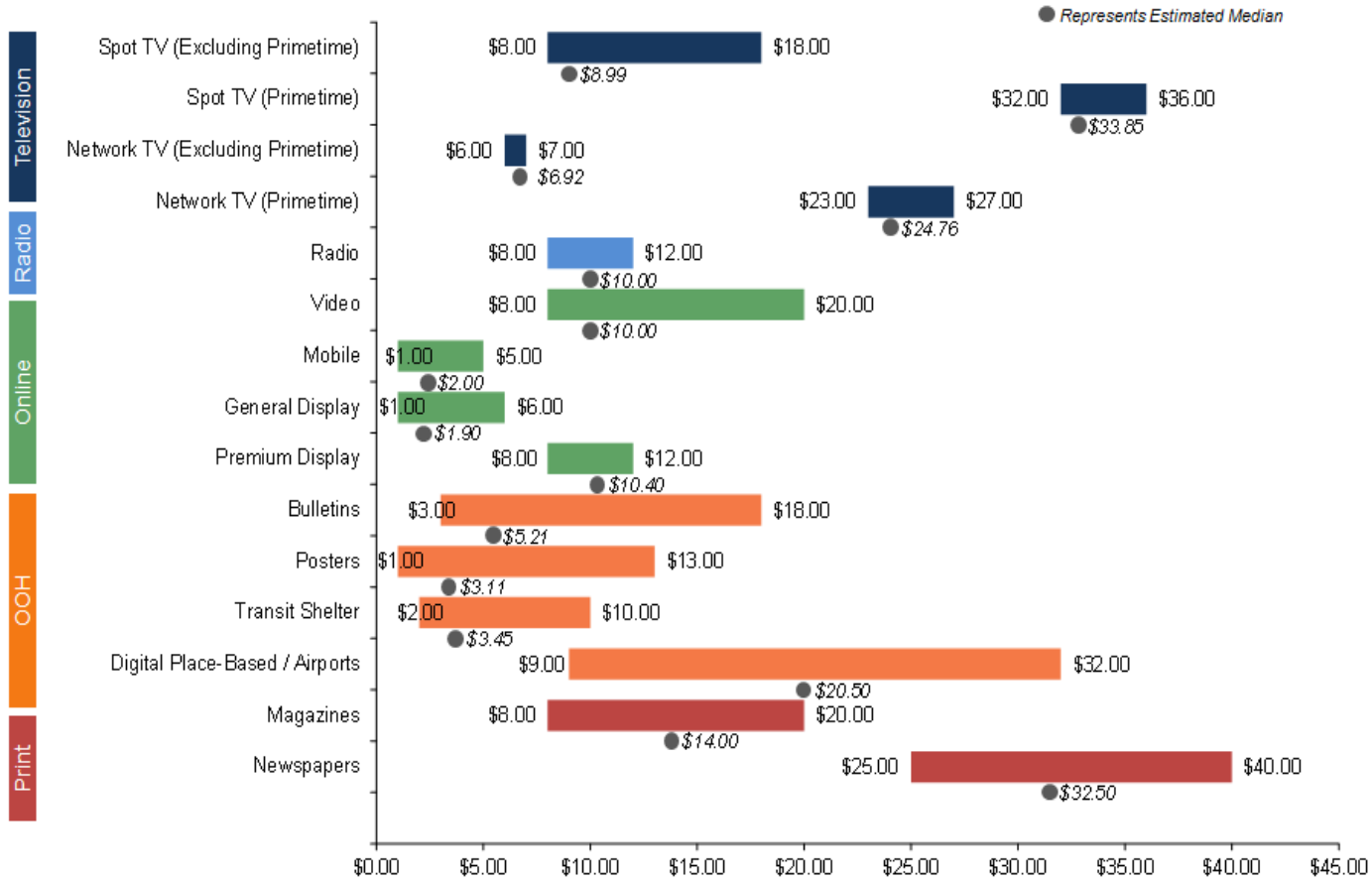
Source: Peter J. Solomon Company Study as of March 2017 and Wall Street research.

Note: Ranges shift depending on aided vs. unaided recall basis, length of time for recall and sample size / nature and scope.

- (a) Includes linear and non-linear television.
- (b) Includes terrestrial and non-terrestrial / streaming radio, including either analog radio or digital audio over a variety of radio formats (broadcast, simulcast, satellite radio, internet radio, via streaming, media on the internet).
- (c) Includes interactive and non-interactive banner ads that appear embedded in mobile websites, downloaded apps or in mobile games on smartphones and tablets. Does not include text ads via short message service (SMS).
- (d) Includes all forms of desktop display advertising on websites, including text, image, flash, video and audio.
- (e) Includes all forms of outdoor advertising, including billboards, posters, wallscapes, rotary programs, transit, airport advertising and in retail venues. Dotted box indicates revenue-weighted composite of printed and digital out of home channels.
- (f) Includes digital media used for marketing outside of the home and includes digital billboards, digital placed based networks and digital signage.
- (g) Includes advertising in newspapers, magazines, directories and circulars.

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PJSC US Major Media CPM Comparison



CPM (Cost Per Mille or Cost Per Thousand) is a commonly used measurement in advertising. Radio, television, newspaper, magazine, out of home advertising and online advertising can be purchased on the basis of showing the ad to one thousand viewers. It is used in marketing as a benchmarking metric to calculate the relative cost of an advertising campaign or an ad message in a given medium.

The cost per thousand advertising impressions metric (CPM) is calculated by dividing the cost of an advertising placement by the number of impressions (expressed in thousands) that it generates. CPM is useful for comparing the relative efficiency of various advertising opportunities or media and in evaluating the overall costs of advertising campaigns.

Source: Peter J. Solomon Company estimates as of July 2016 based on SEC filings, news, research and other industry sources.

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Market Indicators

	6/12/17	Performance		
		% off 52	1-Month	YTD
		Week	%	%
		High	Change	Change
Nasdaq Composite	6,175	(2.3%)	0.9%	14.7%
Dow Jones Industrial	21,236	(0.2%)	1.6%	7.5%
S&P 500	2,429	(0.4%)	1.6%	8.5%

	Bloomberg Economic Forecast					
	2Q17E	3Q17E	4Q17E	1Q18E	2Q18E	
Real GDP	2.40 %	2.10 %	2.20 %	2.50 %	2.40 %	
Core CPI	2.30	2.40	2.30	2.20	2.40	
Fed Funds	1.20	1.40	1.50	1.65	1.85	
3 Mo. LIBOR	1.17	1.45	1.60	1.76	1.98	
10 Yr Treasury	2.43	2.60	2.74	2.85	2.95	
Unemployment	4.50	4.40	4.40	4.40	4.30	

Share Price Performance

	Stock Price	1 - Month %	YTD%
	6/12/17	Change	Change
Out of Home Media			
APG SGA	\$482.85	(6%)	5%
AirMedia Group	1.56	(29%)	(36%)
Clear Channel Outdoor	3.90	(10%)	(23%)
JCDecaux	31.67	(6%)	1%
Lamar	71.34	2%	6%
Mood Media	0.12	3%	136%
National CineMedia	7.79	(1%)	(47%)
OUTFRONT Media	22.61	(2%)	(9%)
RMG Networks	0.64	(15%)	(11%)
Ströer	61.63	0%	32%

Out of Home Median		(4%)	(4%)
Out of Home Mean		(6%)	5%

Broadcasting

Entravision	\$6.05	9%	(14%)
Gray Television	13.40	6%	24%
Nexstar Broadcasting Group	62.40	6%	(1%)
Sinclair Broadcast Group	34.60	(1%)	4%

Broadcasting Median		6%	1%
Broadcasting Mean		5%	3%

Diversified Media

CBS	\$62.65	1%	(2%)
Discovery	26.59	2%	(3%)
Disney	107.04	(2%)	3%
Hemisphere Media Group	11.20	0%	--
News Corp.	13.67	8%	19%
Scripps Networks	68.43	0%	(4%)
Time Warner	99.95	1%	4%
Viacom	36.09	4%	3%

Diversified Media Median		1%	1%
Diversified Media Mean		2%	2%

Advertising Technology

Criteo	\$44.78	(16%)	9%
The Rubicon Project	5.48	(5%)	(26%)
TubeMogul	3.83	13%	25%
Rocket Fuel	2.79	(11%)	63%
MaxPoint Interactive	7.74	14%	29%
YuMe	4.89	19%	37%
Tremor Video	2.38	(2%)	(4%)

Advertising Technology Median		(2%)	25%
Advertising Technology Mean		2%	19%

Radio

	Stock Price	1 - Month %	YTD%
	6/12/17	Change	Change
Beasley Broadcast Group	\$10.70	22%	74%
Cumulus Media	0.50	56%	(51%)
Emmis Communications	3.24	6%	(4%)
Entercom Communications	10.10	--	(34%)
iHeartMedia	1.80	(14%)	62%
Saga Communications	50.45	3%	0%
Salem Communications	7.25	(11%)	16%
Sirius XM Radio	5.20	8%	17%

Radio Median		4%	8%
Radio Mean		9%	10%

Advertising/Marketing

Dentsu	\$49.44	(15%)	(1%)
Havas	10.26	(1%)	15%
Interpublic	24.34	(0%)	4%
Omnicom	81.45	(2%)	(4%)
Publicis	73.10	(3%)	(0%)
WPP	21.13	(2%)	(8%)

Advertising/Marketing Median		(2%)	(1%)
Advertising/Marketing Mean		(4%)	1%

New Media

eBay	\$34.15	0%	15%
Alphabet	961.81	1%	21%
Twitter	17.04	(8%)	5%
PayPal	52.16	6%	32%
Facebook	148.44	(1%)	29%
Amazon	964.91	0%	29%
Netflix	151.44	(6%)	22%
Snap	18.20	(5%)	(26%)

New Media Median		(1%)	22%
New Media Mean		(2%)	16%

Advertising Research

Nielsen	\$38.23	(5%)	(9%)
comScore	25.72	(2%)	(19%)
GfK	52.62	(0%)	8%
Ipsos	37.72	(3%)	13%

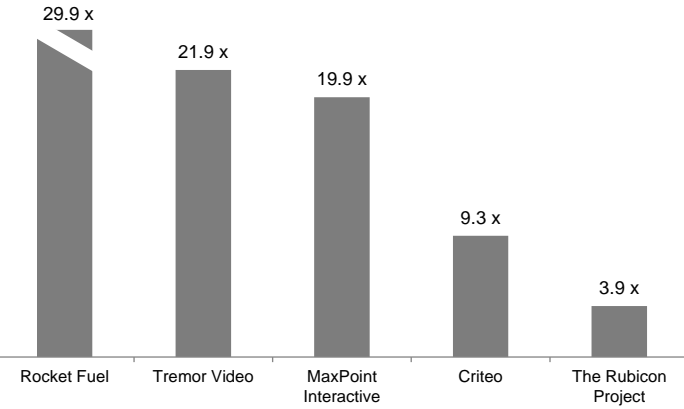
Advertising Research Median		(2%)	(0%)
Advertising Research Mean		(3%)	(2%)

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EV / 2017E EBITDA

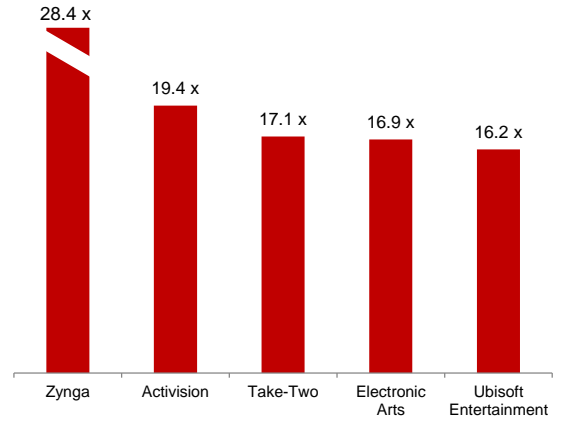
Advertising Tech

Median: 19.9x



Video Games

Median: 17.7x



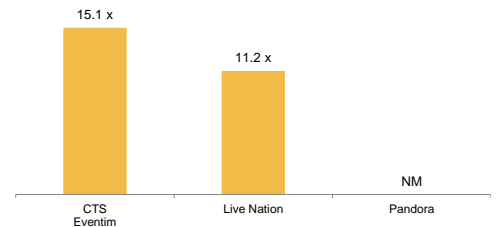
New Media

Median: 16.3x



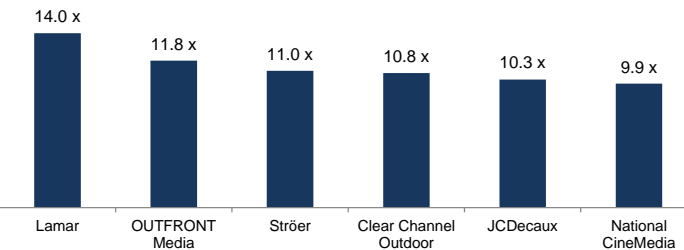
Music / Events

Median: 13.1x



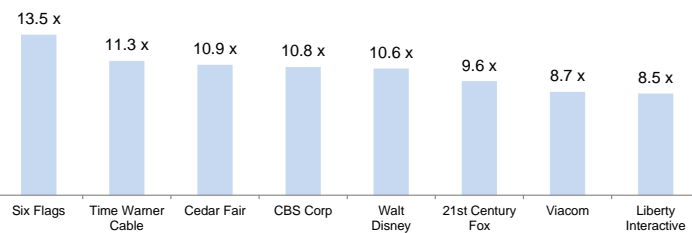
Out of Home

Median: 10.9x



Cable / Content

Median: 10.7x



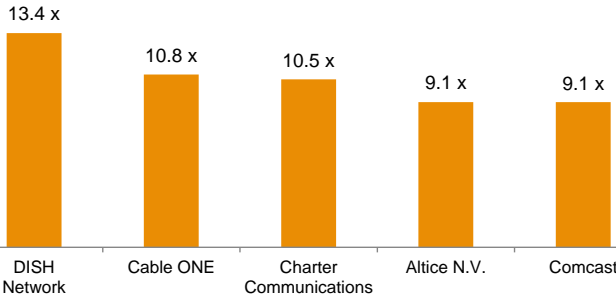
Source: Capital IQ as of June 12, 2017 and Wall Street research.

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EV / 2017E EBITDA

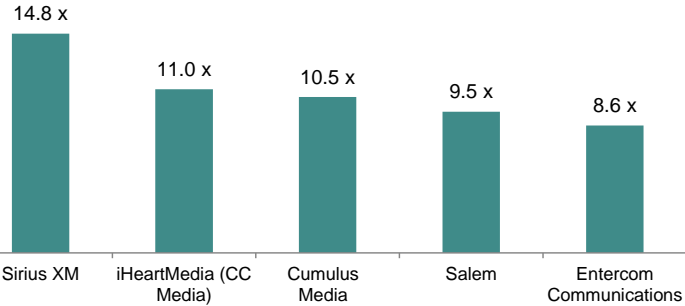
Cable

Median: 10.5x



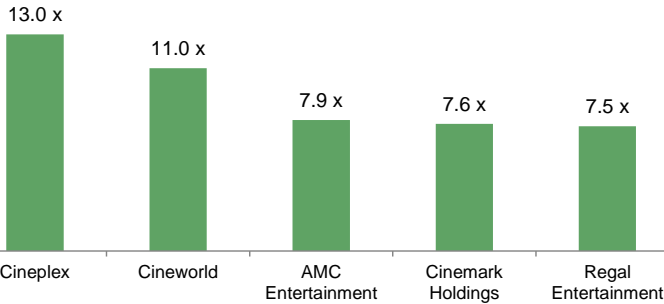
Radio

Median: 10.5x



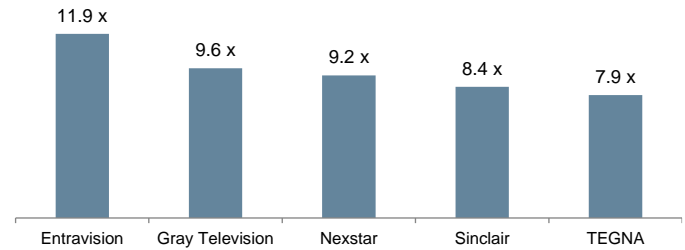
Theaters

Median: 9.4x



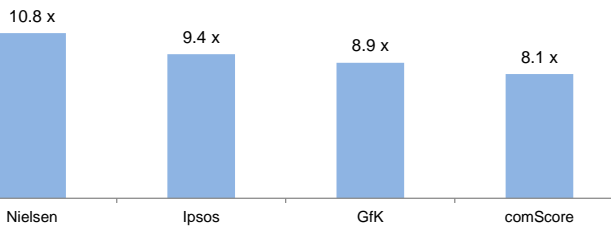
Broadcasting

Median: 9.2x



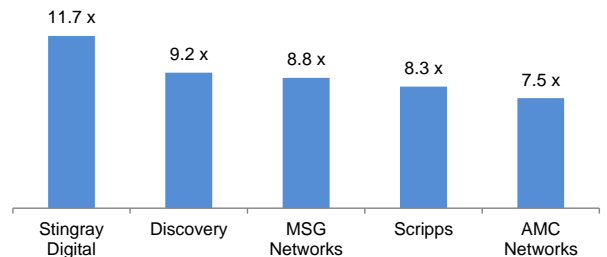
Advertising Research

Median: 9.2x



Cable Content

Median: 8.8x



Source: Capital IQ as of June 12, 2017 and Wall Street research.

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Valuation Metrics

	Stock Price 6/12/17	52-Week Low	52-Week High	Equity Value	Enterprise Value	Valuation Multiples		Growth	
						EV / Revenue 2017E	EV / EBITDA 2017E	Revenue	'15A - '17E CAGR EBITDA
Out of Home Media									
Clear Channel Outdoor	\$3.90	\$3.55	\$7.25	\$1,405	\$6,469	2.5 x	10.8 x	(4%)	(6%)
JCDecaux	31.67	27.00	39.17	6,732	7,262	1.8 x	10.3 x	12%	9%
Lamar	71.34	59.30	79.05	6,985	9,378	6.1 x	14.0 x	7%	9%
National CineMedia	7.79	7.24	16.08	1,200	2,081	4.8 x	9.9 x	(2%)	(0%)
OUTFRONT Media	22.61	20.78	27.65	3,133	5,250	3.5 x	11.8 x	0%	6%
RMG Networks	0.64	0.60	1.23	29	27	0.6 x	NM	8%	NM
Global / U.S. Median						3.0 x	10.8 x	4%	6%
Global / U.S. Mean						3.2 x	11.4 x	4%	4%
APG SGA	\$482.85	\$386.90	\$526.18	\$1,448	\$1,317	4.1 x	16.6 x	(1%)	(0%)
Ströer	61.63	39.14	65.32	3,407	3,973	2.8 x	11.0 x	24%	37%
Europe Median						3.5 x	13.8 x	12%	19%
Europe Mean						3.5 x	13.8 x	12%	19%
AirMedia Group	\$1.56	\$1.60	\$4.11	\$98	(\$115)	NA	NA	NA	NM
Clear Media	1.16	0.87	1.21	626	568	NA	NA	NA	NM
China Median						NA	NA	NA	NA
China Mean						NA	NA	NA	NA
Mood Media	\$0.12	\$0.04	\$0.19	\$23	\$619	1.3 x	6.6 x	(1%)	7%
Total Out of Home Advertising Median						2.8 x	10.9 x	0%	7%
Total Out of Home Advertising Mean						3.4 x	11.4 x	5%	8%
Radio									
Beasley Broadcast Group	\$10.70	\$4.20	\$16.55	\$309	\$517	NA	NA	NA	NA
iHeartMedia	1.80	1.01	3.84	163	20,276	3.3 x	11.0 x	(1%)	2%
Cumulus Media	0.50	0.23	3.20	15	2,250	2.0 x	10.5 x	(2%)	(2%)
Emmis Communications	3.24	2.23	4.20	40	276	NA	NA	NA	NA
Entercom Communications	10.10	9.65	16.15	411	892	1.9 x	8.6 x	7%	3%
Salem Media Group	7.25	5.15	8.15	189	446	1.6 x	9.5 x	2%	(1%)
Sirius XM Holdings	5.20	3.76	5.49	24,258	30,015	5.6 x	14.8 x	8%	13%
Radio Median						2.0 x	10.5 x	2%	2%
Radio Mean						2.9 x	10.9 x	3%	3%
Broadcasting									
Entertainment Communications	\$6.05	\$5.10	\$7.93	\$547	\$771	3.0 x	11.9 x	0%	(5%)
Gray Television	13.40	7.35	15.30	953	2,683	3.1 x	9.6 x	21%	17%
Nexstar Broadcasting Group	62.40	45.29	73.15	2,946	7,384	3.1 x	9.2 x	64%	63%
Sinclair Broadcast Group	34.60	24.80	42.90	3,551	6,787	2.5 x	8.4 x	11%	8%
Broadcasting Median						3.0 x	9.4 x	16%	13%
Broadcasting Mean						2.9 x	9.8 x	24%	21%
Advertising/Marketing									
Havas	\$10.26	\$7.61	\$10.38	\$4,307	\$4,157	1.6 x	9.4 x	4%	6%
WPP	21.13	18.69	24.33	26,461	32,252	1.6 x	9.7 x	13%	11%
Publicis	73.10	65.15	77.21	16,220	17,696	1.6 x	8.8 x	3%	1%
The Interpublic Group	24.34	21.83	25.21	9,617	11,030	1.4 x	9.5 x	3%	6%
Omnicom Group	81.45	77.57	88.47	18,957	22,187	1.5 x	9.5 x	0%	3%
Dentsu	49.44	40.38	59.46	13,937	12,312	1.4 x	7.0 x	1%	(2%)
Advertising/Marketing Median						1.5 x	9.4 x	3%	5%
Advertising/Marketing Mean						1.5 x	9.0 x	4%	4%
Advertising Technology / New Media									
Alphabet	\$961.81	\$681.14	\$1,004.28	\$658,773	\$570,271	5.3 x	13.0 x	20%	34%
Amazon	964.91	691.36	1,011.34	461,203	461,271	2.8 x	24.2 x	25%	55%
Facebook	148.44	108.97	154.71	430,205	397,899	10.3 x	16.6 x	47%	71%
Netflix	151.44	85.33	165.88	65,271	67,295	6.0 x	NM	29%	68%
PayPal	52.16	34.20	54.39	62,658	53,730	4.2 x	16.5 x	17%	29%
Twitter	17.04	14.29	24.87	12,366	10,141	4.4 x	16.1 x	3%	NM
Criteo	44.78	33.09	55.39	2,900	2,695	2.9 x	9.3 x	(16%)	59%
The Rubicon Project	5.48	4.69	14.43	265	77	0.4 x	3.9 x	(10%)	17%
Rocket Fuel	2.79	1.71	5.60	130	153	0.4 x	NM	(4%)	NM
Advertising Technology / New Media Median						4.2 x	16.1 x	17%	55%
Advertising Technology / New Media Mean						4.1 x	14.2 x	12%	48%
Advertising Research									
Nielsen	\$38.23	\$37.22	\$55.81	\$13,660	\$21,821	3.3 x	10.7 x	3%	17%
comScore	25.72	21.14	34.50	1,473	1,359	2.2 x	8.3 x	29%	109%
GfK	52.62	29.85	58.13	1,921	2,279	1.4 x	8.8 x	(2%)	4%
Ipsos	37.72	27.52	39.33	1,572	2,204	1.1 x	9.1 x	1%	4%
Advertising Research Median						1.8 x	9.0 x	2%	10%
Advertising Research Mean						2.0 x	9.3 x	8%	33%

Source: Capital IQ as of June 12, 2017 and Wall Street research.

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Upcoming Events

Dates	Name	Location	Description
June 7-9, 2017	FEPE Annual Conference	Stockholm, Sweden	<ul style="list-style-type: none"> Annual global outdoor advertising conference that explores the broader and fast changing media and technological environment PJSC's Mark Boidman to present and Ben Zinder to attend
June 14-16, 2017	Infocomm Show	Orlando, FL	<ul style="list-style-type: none"> Largest event in North America focused on the pro-AV industry, with 1,000 exhibitors, thousands of products, and 40,000 attendees from 110 countries PJSC's Ben Zinder to attend
June 17-24, 2017	Cannes Lions	Cannes, France	<ul style="list-style-type: none"> Annual festival that brings the creative communications industry together at its one-of-a-kind event in Cannes to learn, network and celebrate PJSC's Mark Boidman to attend
July 12-14, 2017	2017 ANA Digital & Social Media Conference	San Diego, CA	<ul style="list-style-type: none"> A must-attend event for anyone who is trying to navigate their brands through this ever-changing media landscape
July 17-19, 2017	Fortune Brainstorm Tech	Aspen, CO	<ul style="list-style-type: none"> Marketplace of ideas that assembles people from the world's top technology and media companies: thinkers, operators, entrepreneurs, innovators and influencers
July 18-19, 2017	Innovation Congress by Social Fresh	New York, NY	<ul style="list-style-type: none"> The social media conference focusing on quality content with actionable insights
September 5-8, 2017	Content Marketing World	Cleveland, OH	<ul style="list-style-type: none"> Learn and network with the best and the brightest in the content marketing industry
September 25-28, 2017	Inbound 2017	Boston, MA	<ul style="list-style-type: none"> Provides attendees with the inspiration, education and connections needed to transform their businesses to match the way purchasing behaviors are evolving in a connected and digital world
October 16-19, 2017	NYC Television & Video Week	New York, NY	<ul style="list-style-type: none"> Will bring the industry's leaders together to discuss the full breadth of trends and topics that are vital to today's television businesses Will draw more than 2,400 television industry executives and feature 200 industry leaders as keynotes and presenters PJSC's Mark Boidman Will Attend
October 30- November 3, 2017	New York Digital Signage Week	New York, NY	<ul style="list-style-type: none"> Will include events for retail, employee communications, digital out of home and of course digital signage PJSC's Mark Boidman to present and Ben Zinder to attend

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Upcoming Events

Dates	Name	Location	Description
November 1, 2017	DPAA Video Everywhere Summit	New York, NY	<ul style="list-style-type: none"> Summit will bring together 700 delegates representing brands, agencies, digital place based networks, ad tech, research firms and others for a full day of presentations, panels, case studies, networking events and experiential exhibits PJSC's Mark Boidman Will Attend

Clairvest Wins CVCA's 2017 Deal of the Year Award

Toronto-based **Clairvest** won in the private equity category for its recent sale of outdoor advertising business **Cieslok Media** to **Bell Media**

- The sale provided **Clairvest** with cash proceeds equal to 8.4x invested capital and an IRR of 92 percent
- This is Clairvest's fifth Private Equity Deal of the Year win following the awards for; KUBRA (2014), PEER 1 (2013), Shepell-FGI (2009) and Gateway Casinos (2008)

June 2017

CLAIRVEST

Winner



2017 Private Equity Deal of the Year Award



Peter J. Solomon Company served as exclusive advisor to Clairvest and Cieslok Media on the deal, helping Clairvest realize a return of 8.4x invested capital and an internal rate of return of 92%

PETER J. SOLOMON COMPANY

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THE MEDIA Monthly

Peter J. Solomon Company (PJSC), an investment banking advisory firm, provides strategic advice to owners, chief executives, senior management and board of directors of companies and institutions worldwide.

PJSC advises clients on mergers and acquisitions, divestitures, financings, recapitalizations, restructurings, and activism defense. To date, the firm has successfully completed more than 500 strategic and financial advisory assignments.

In June 2016, PJSC sold a 51% stake in the firm to Natixis, a French financial services firm owned by Groupe BPCE, France’s second largest financial institution. The remaining 49% of PJSC’s ownership continues to be held by existing partners, resulting in an entrepreneurially-spirited company with a global M&A and financing platform and an increased breadth of product offerings.

Throughout our nearly thirty-year history, PJSC has served as a trusted advisor to our corporate clients. With this latest development, our tradition of providing unbiased advice, grounded in intellectual integrity, will continue. Our goal is to bring the collective experience and knowledge of our senior bankers and the capabilities of Natixis to each assignment, advising our clients on how to achieve the optimum value and outcome for each transaction.

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