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CHARTER COMMUNICATIONS SWOT & PESTLE ANALYSIS

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Company Name : Charter Communications

Company Sector : Telecommunications and media

Operating Geography : USA, North America, Global

About the Company :

Charter Communications is a leading broadband communication company and the second largest after Comcast in the US. This American telecommunications and mass media company is headquartered in Stamford, Connecticut, United States. They provide a full range of broadband services, including Spectrum TV, video entertainment, Spectrum Internet, Spectrum Voice and Spectrum Business. All these services are customizable and cost-effective solutions to business organizations. Charter's advertising sales services are sold under the Spectrum Reach brand. Charter gets an edge over its competitors by providing high quality customer services and customizations of all sorts. As of early 2023, they have their footprint across 41 states in the United States of America and they boast of 32 million telephone connections and internet customers with 93,700 Charter employees. Charter excels in providing top notch video online delivery services which differentiates them from its competitors. These services can be customized and are available on all platforms like TV, tab, laptops and mobile phones. They provide Ultra HD quality streaming services. Charter has recently acquired Bright House networks and Time Warner Cable and this has further increased their expanse.

Charter Communications' USP or unique selling point lies in being the second-largest cable operator in the United States by subscribers, after Comcast, and third largest pay TV operator behind Comcast and AT&T. Charter is America's fastest growing TV, internet and voice company, achieved growth through innovation and acquisitions of cable properties. Charter Communications mission statement reads "To provide value to its customers by offering high quality communication services, continually improving customer care, and unwavering commitment of its employees."

Revenue :

\$54,022 - FY ending 31st Dec, 2021 (Y-o-Y growth of 4.5%)

\$51,682 - FY ending 31st Dec, 2020

SWOT Analysis :

The SWOT Analysis for Charter Communications is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leader in telephone and Internet services 2. Strong financial performance and revenue growth 3. Wide geographic footprint in the USA 4. Wide range of services and products 	<ul style="list-style-type: none"> 1. Dependence on third party service providers and licensors 2. Near nil presence outside of USA
Opportunities	Threats
<ul style="list-style-type: none"> 1. Partnership and collaboration with tech companies and startups 2. Competitive pricing with new features. 3. Growing demand for High-speed internet and mobile data services 	<ul style="list-style-type: none"> 1. Losing potential customers in face of rigid competition 2. Rising programming costs per video customer 3. Challenging technology patents and rights

PESTLE Analysis :

The PESTLE Analysis for Charter Communications is given below:

Political	Economical
1.In November 2021, the US government passed the Infrastructure Investment and Jobs Act	1.Fluctuating disposable income in the USA 2.Inflation rate has been rising at a historic rate in the USA
Social	Technological
1.Increasing shift towards remote work and online education 2.Rising data needs and changing consumer preferences	1.Telecom and cable companies have started to have a comprehensive telecom technology portfolio 2.Rapid Digitalisation has made cybersecurity more important 3.Increasing adaptation of 5G in the USA
Legal	Environmental
1.ISPs have to comply with a myriad of laws in the USA 2.Legal protection of IPs 3.Lawsuit and litigation settlements	1.Flitting weather conditions impact operations

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