

heernet ventures

Case study

Online investment strategy for a diversified media group

- ▶ Diversified media company with a strong presence in traditional publishing and broadcasting markets was keen to develop a coherent, group-wide strategy for investing in online businesses
- ▶ As part of the client's strategic review, Heernet ventures analysed investment opportunities in five key segments of the online media sector and presented the client with a range of potential acquisition opportunities

A leading European diversified media company with significant assets in traditional media sectors such as newspapers, magazines and broadcasting was concerned that it did not have sufficient exposure to the fast growing online media market. The Board of Directors were keen to develop a group-wide strategy that would accelerate the pace of organic investment and acquisitions in the online media space.

Heernet ventures was engaged to assess opportunities in five key segments of the online media market (recruitment, property, dating, travel and social networking). The size, structure and growth prospects for each segment were assessed and potential acquisition opportunities were identified.

The findings were presented to the client as part of a major review of group Internet strategy. A framework for assessing and making online investments at the client's group and operating company level was implemented.

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