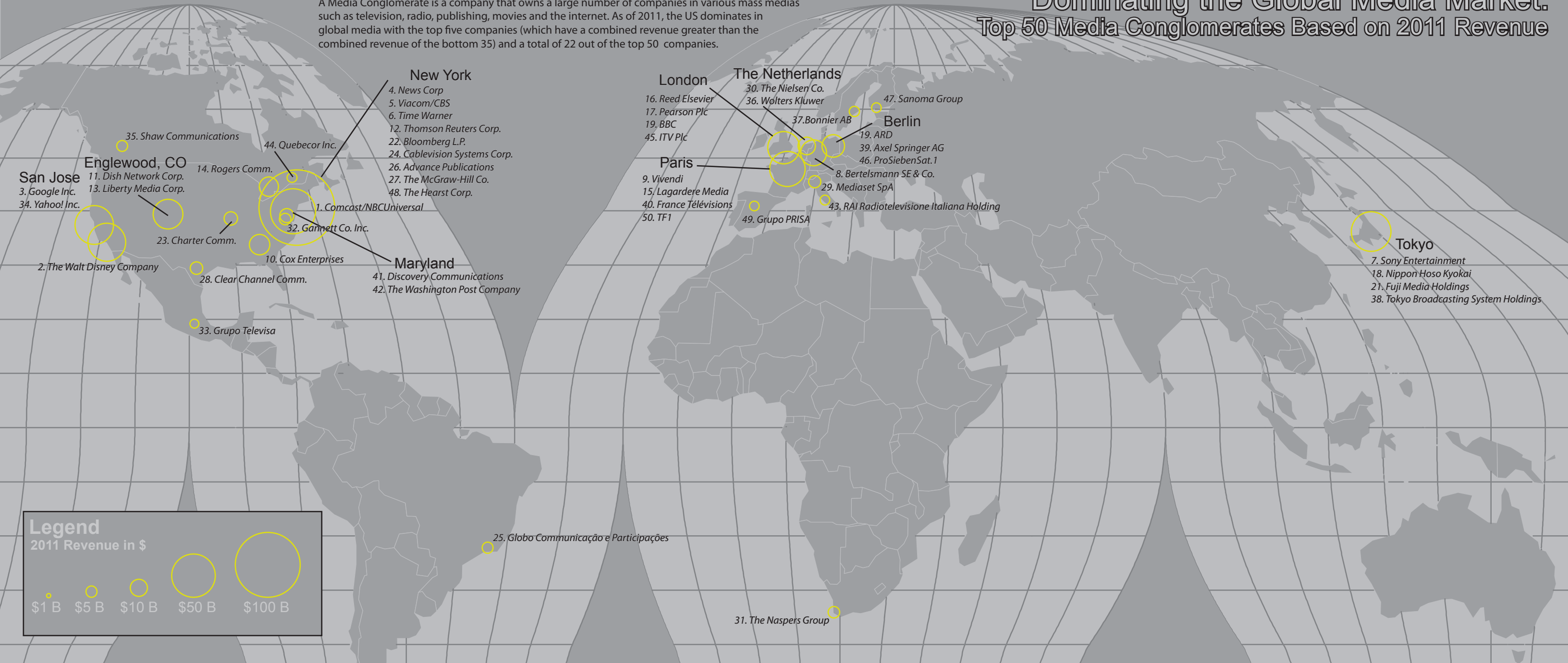


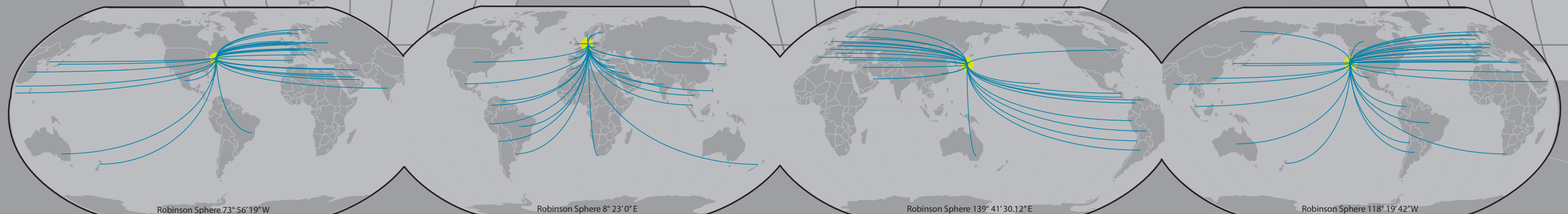
# Dominating the Global Media Market: Top 50 Media Conglomerates Based on 2011 Revenue

A Media Conglomerate is a company that owns a large number of companies in various mass medias such as television, radio, publishing, movies and the internet. As of 2011, the US dominates in global media with the top five companies (which have a combined revenue greater than the combined revenue of the bottom 35) and a total of 22 out of the top 50 companies.



## Fallacy of Global Success

Although these companies appear to be equal because of their spread, they are actually significantly different sizes with much different levels of global impact.



Comcast/NBCUniversal

Bertelsmann SE & Co.

Sony Entertainment

The Walt Disney Company

