



Seamless Integration of Acquisition into Media Conglomerate

A mid-sized cable network expanded into broadcasting, adapting to streaming trends and digital demands. Agility and data-driven strategies are key to staying competitive.

COMPANY & INDUSTRY OVERVIEW

A mid-sized digital cable television network expanded into broadcast media through the acquisition of broadcasting stations. With a diverse portfolio, the organization caters to a broad geographic footprint and diverse audience demographics. In the media and entertainment industry, market disruptions and rapid technological advancements present ongoing challenges.

The rise of Over-The-Top platforms-streaming services delivering content directly via the internet, bypassing traditional distribution channels—and increasing demand for seamless digital experiences have shaped the competitive landscape. Recent shifts, including heightened focus on digital transformation and data-driven decision-making, demand a nimble operational framework to remain competitive.

CHALLENGE

The client faced the complex challenge of integrating newly acquired broadcast stations into their operations without an established framework or prior experience, leaving them uncertain about the execution path. This impacted business continuity and revenue stability. Time-sensitive due to transition service agreements, the integration was crucial for meeting organizational goals and avoiding penalties.

PAIN POINTS

- Strict TSA deadlines added pressure, leaving no room for error.
- Lack of strategic communications left employees unprepared for the transition.
- Multitude of vendors required extensive program-level coordination.
- Station and hardware cutovers could not disrupt live broadcasts and events.
- Transitioning ad vendors risked revenue loss if delayed or mishandled.



Target

Ensure seamless integration of stations and exit 100% of TSAs on time to avoid penalties.



Development

Introduce a tailored integration management plan and robust vendor coordination.



Integration

Embed changes into workflows, leveraging off-hours execution and detailed roadmaps.

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THINK'S APPROACH

We conducted extensive discovery meetings with the executive team and key stakeholders, analyzing existing processes, challenges, and risk areas. This helped us define integration priorities, including minimizing downtime and revenue disruption.

Think's Rapid Control Process (RCP) ensured that we reined in a comprehensive and tailored integration management plan, focusing on quick action, vendor coordination, and detailed risk mitigation strategies, ensuring smooth execution without operational disruptions.

RESULTS

Within 9 months, Think Consulting successfully integrated 12 broadcast stations, meeting all deadlines with zero on-air disruptions. All TSA transitions were completed on time and under budget, ensuring a seamless exit and avoiding penalties. Think's strategic vendor management and tailored roadmap positioned the client for long-term growth, improving operational efficiency and setting the foundation for future success in an evolving media landscape.

100%
On-Time
TSA Exits

All 13 TSA transitions were completed on time, avoiding penalties and ensuring seamless integration with no delays, contributing to the client's financial stability and business continuity.

0
On-Air
Disruptions

The integration process achieved zero on-air disruptions, maintaining continuous broadcasting and operational integrity, safeguarding revenue streams and brand reputation.

THINK'S PLAYBOOK

01

Rapid Control Process

Discovery and immersion sessions begun assessing the current state and identifying all workstreams.

02

Solution Roadmapping

Developed a comprehensive integration plan with a defined critical path to exit all TSAs.

03

Implementation

Constructed an integration management office to address immediate needs and manage vendors.

04

Transformation

A strategic roadmap was created, preparing the client for continued growth post-integration.

OUTCOMES

- Seamless integration with zero on-air disruptions and all TSAs completed on time.
- Streamlined operations, improving vendor coordination and reducing costs.
- Exceeded expectations with a clear, actionable plan that ensured long-term success.