

Media Competitor Analysis Outline

Date: [Insert Date]

To: [Recipient Name]

From: [Your Name]

Subject: Media Competitor Analysis Outline

1. Executive Summary

Provide a brief overview of the purpose of the analysis and key findings.

2. Competitor Identification

List primary and secondary competitors in the media landscape.

3. Market Positioning

Discuss how competitors position themselves in the market.

4. Content Analysis

Evaluate the content strategies of the competitors including types of media used.

5. Audience Engagement

Analyze audience interaction and engagement with competitors' media.

6. Strengths and Weaknesses

Identify the strengths and weaknesses of each competitor.

7. Opportunities and Threats

Assess external opportunities and threats in the media environment.

8. Conclusion

Summarize key insights and recommendations for strategic action.

9. Appendices

Include any additional charts, graphs, or data sources.

Best Regards,

[Your Name]