



## Sirius XM (SIRI) And CBS (CBS) Pose Greatest Financial Risk Among Media Firms

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CBS (NYSE:CBS) and Sirius XM (NYSE:SIRI) pose the greatest investment risks among media companies based on a forensic measure of their transparency and the statistical reliability of their financial reporting and governance practices, according to [new data from](#) Audit Integrity. The probability for bankruptcy for Sirius is 8.5% and 4.6% for CBS. Both numbers are remarkably low, but still high for major US companies. Audit Integrity's bankruptcy model achieved 90.9% accuracy in 2008 and 93.8% in 2009.

The safest companies for investors, based on the same measurement are Disney (NYSE:DIS) and DirecTV (NYSE:DTV). The rest of the firms in the analysis are Time Warner (NYSE:TWX), Viacom (NYSE:VIA), Comcast (NYSE:CMCSA), Cablevision, (NYSE:CVC), GE (NYSE:GE), and Time Warner Cable (NYSE:TWC).

The Audit integrity analysis.

Company	Ticker	Market Cap	Industry	AGR score	AGR Rating	Bankruptcy Probability	Bankruptcy Percentile
Sirius XM Radio Inc.	SIRI	2,299.46	Broadcasting & Cable TV	6	Very Aggressive	8.54%	5
CBS Corporation	CBS	8,080.33	Broadcasting & Cable TV	29	Aggressive	4.60%	9
General Electric Company	GE	161,528.00	Conglomerates	1	Very Aggressive	4.46%	10
Time Warner Cable Inc.	TWC	14,531.39	Broadcasting & Cable TV	28	Aggressive	2.65%	14
Cablevision Systems Corporation	CVC	7,080.64	Broadcasting & Cable TV	15	Aggressive	2.03%	16
Comcast Corporation	CMCSA	31,039.88	Broadcasting & Cable TV	35	Aggressive	0.78%	27
Time Warner Inc.	TWX	36,493.15	Broadcasting & Cable TV	28	Aggressive	0.55%	31
Viacom, Inc.	VIA.B	15,584.26	Broadcasting & Cable TV	20	Aggressive	0.13%	46
The Walt Disney Company	DIS	53,693.70	Broadcasting & Cable TV	44	Average	0.02%	67
The DIRECTV Group, Inc.	DTV	25,819.84	Broadcasting & Cable TV	50	Average	0.00%	82

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