

# Entertainment One

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## JPMorgan ups price target for Entertainment One as new theme parks drive brand recognition

Entertainment One Ltd (LON:ETO) shares rose on Tuesday as JPMorgan Cazenove reiterated its 'overweight' rating as new theme parks drive further brand recognition and additional monetisation opportunities.

The City broker also upgraded its price target to 546p from 423p.

**READ:** Peppa Pig the star performer once again for Entertainment One as profits climb

In a note to clients, analysts at JPMorgan said Peppa Pig is becoming a global brand and Family goes 'from strength to strength.'

The analysts said: "Recent announcement by Merlin Entertainment to open up to 50 new "Peppa Pig World of Play" theme parks in the next few years strongly underlines the longevity of the brand and will add to brand recognition and monetization opportunities."

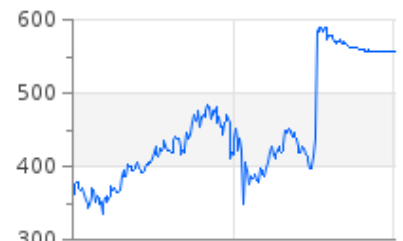
The analysts said they have flagged the opportunity in Family before and the rollout of the Family operations (the Peppa Pig franchise but also increasingly PJ Masks/Ben&Holly) continues to perform particularly well in markets like the US and China.

In morning trading, Entertainment One's shares rose 2.1% to 369.60p.

**Price:** 556

**Market Cap:** £2.77 billion

### 1 Year Share Price Graph



November 2018 May 2019 November 20

### Share Information

**Code:** ETO

**Listing:** AIM

**52 week High Low**  
616 333.2

**Sector:** Media

**Website:**  
[www.entertainmentonegroup.com](http://www.entertainmentonegroup.com)

### Company Synopsis:

*Entertainment One is a leading independent entertainment content owner that acquires film, television and music rights and exploits these rights in all media in more than 190 countries. The company currently operates in Canada, the U. S. , the UK, Holland and Belgium through its four primary businesses units: E1 Television, E1 Films, E1 Music and E1 Distribution.*

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