

Case-Study #2:

PPS.tv and China's Online Video Distribution Market

Study Questions 1 (Page 9)

1. If you were on the G-Lab project team, how would you evaluate the strategic options? What factors would be critical to consider?

Study Questions 2 (Page 9)

2. What (strategic direction) would you recommend to PPS? Why?

Study Questions 3 – 6 (additional questions for CGNB313)

3. Do a **SWOT** analysis of PPS. Which factors of the SWOT analysis directly influence the decision made in question #2? Why?
4. Create a “**Value Network**” for PPS. Use the same diagrammatic representation we discussed during lectures.
5. List the “Value Propositions” PPS can give to its customers.
6. “It was hard to create a group of loyal customers because of **low switching costs** and the vast selection of offline and online video content, much of which was pirated”.

EXPLAIN the statement above, gives examples of “low switching costs” of China’s online video business customers/users.