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## BILIBILI INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Bilibili Inc.

**Company Sector :** Entertainment and Media

**Operating Geography :** China, Asia, Global

**About the Company :**

Bilibili Inc., commonly known as Bilibili, is a Chinese online entertainment platform that offers a variety of content, including anime, games, music, and live broadcasting. The company was founded in 2009 and is headquartered in Shanghai, China. Bilibili's platform allows users to upload, view, and share videos, as well as interact with other users through comments, bullet chats, and other features. The platform is popular among young Chinese users, especially those interested in anime, gaming, and internet culture. Bilibili also operates an e-commerce platform that sells a wide range of products, including anime and gaming-related merchandise, as well as licensed products from popular franchises. As of early 2023, Bilibili has over 12,000 employees. The company is listed on the NASDAQ stock exchange and has a market capitalization of approximately USD 43 billion. Bilibili has expanded its operations into other areas, such as online education, mobile games, and live broadcasting. The company has also invested in the production of original content, including anime and documentaries, and has partnered with leading entertainment companies to distribute their content on its platform. The company has won multiple awards, including the 2020 Red Dot Design Award and the 2020 China Advertising Great Wall Award, for its marketing and branding campaigns.

The USP of Bilibili lies in it being one of the leading entertainment company in China. Bilibili's mission is to enrich the everyday life of young generations in China.

**Revenue :**

RMB 19,383 million – FY ending 31st December 2021

RMB 11,999 million – FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Bilibili Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Leading video community for young generations in China</li> <li>2. Strong and consistently growing user base</li> <li>3. Ever-growing wide content ecosystem</li> <li>4. Strong backing of strategic partners</li> </ul>	<ul style="list-style-type: none"> <li>1. Facing continuous losses from the past few years</li> <li>2. High reliance on third parties for e-commerce and smart TV streaming</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Further monetization opportunities from expanding userbase, original content</li> <li>2. Strategic acquisitions to facilitate growth</li> <li>3. Tapping the opportunities in metaverse</li> <li>4. Partnership with Anime-Planet to expand Bilibili comics</li> </ul>	<ul style="list-style-type: none"> <li>1. Fierce competition from video-based industry</li> <li>2. Increasing restriction from PRC government to limit online games</li> <li>3. Illegal game servers and acts of cheating by users of mobile games</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Bilibili Inc. is given below:

Political	Economical
1.Heightened tensions in international relations, particularly between the United States and China	1.Chinese economic downturns impacting businesses 2.Tech-layoffs due to worsening economy
Social	Technological
1.Growth of beauty-centric content for Gen Z 2.Increasing need to control hate speech on online platforms in China	1.Increasing trend of utilizing virtual personnel in China Bilibili hops on livestream bandwagon 2.Livestream e-commerce is on the rise
Legal	Environmental
1.Involvement in lawsuits impact reputation 2.Intense scrutiny of gaming industry in China 3.Restrictions on virtual currency will impact online gaming revenue	1.Sustainability initiatives as part of ESG practices

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