
S&P TEST

SWOT & PESTLE.com

SOHU.COM SWOT & PESTLE ANALYSIS

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Company Name : Sohu.com

Company Sector : Internet and media, online gaming

Operating Geography : Beijing, Asia, Global

About the Company :

Sohu.com is a Chinese online media, search, and gaming company that was founded in 1996 by Dr. Charles Zhang. It is headquartered in Beijing, China, and is listed on the NASDAQ stock exchange. Sohu.com operates a number of online properties, including the Sohu News Portal, Sohu Video, Sohu Sports, and the online gaming platform Changyou. It also operates a search engine, Sogou, which was spun off as a separate company in 2017. Sohu.com has a significant presence in the Chinese online advertising market, with a range of advertising formats and platforms available to advertisers. The company's online properties attract millions of users each day. As of early 2023, Sohu.com employed around 5000 people.

Sohu.com's USP lies in it being one of the largest online media companies in China. Sohu.com also places a strong emphasis on innovation and creativity, striving to be at the forefront of new developments in the online media, search, and gaming industries. Additionally, the company is committed to providing a safe and secure online environment for its users and protecting their privacy and data.

Revenue :

US\$ 835.6 million – FY ending 31st December 2021 (y-o-y growth of 11%)

US\$ 749.9 million – FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Sohu.com is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading Chinese online media, video, and game business 2. Strong business operations of the two subsidiaries of the Sohu group 3. Robust and reliable technological infrastructure 	<ul style="list-style-type: none"> 1. Highly dependent on revenues from TLBB 2. Item-based revenue model of Sohu's subsidiary, Changyou, challenges consumer preferences and regulatory restrictions 3. Delisting from NASDAQ due to audit compliance failure
Opportunities	Threats
<ul style="list-style-type: none"> 1. Accelerated shift in user activity from PCs to mobile devices 2. Rising popularity of esports in China 	<ul style="list-style-type: none"> 1. Fierce competition in the PRC internet market 2. Stringent regulations on online content in China 3. Increasing instances of cyber-frauds 4. Brand advertisement market subject to evolving regulations 5. Expansion of Internet advertisement blocking measures

PESTLE Analysis :

The PESTLE Analysis for Sohu.com is given below:

Political	Economical
1.Impact of regulation and censorship of information distribution in China on business	1.Fluctuations in the foreign currency exchange rates
Social	Technological
1.Restrictions to curb gaming addiction in minors	1.5G enabled cloud gaming technology to boom in China 2.Restrictions on virtual currency will impact online games revenue 3.Rapid technological changes may increase game development costs
Legal	Environmental
1.The gaming industry in China is highly regulated by PRC government 2.Involvement in lawsuits impact reputation 3.PRC's government's ongoing crackdown on Internet vulgar content	1.

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