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## VIVENDI SA SWOT & PESTLE ANALYSIS

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**Company Name :** Vivendi SA

**Company Sector :** Media and Entertainment

**Operating Geography :** Europe, France, Global

**About the Company :** Vivendi SA, a global integrated industrial group in media and content is headquartered in Paris, France. Vivendi's business model is based on talent discovery, production and distribution of original, quality, musical, cinematographic and audio visual content. It has over 20,000 employees globally as of 2017.

**Revenue :**

12.444 billion - FY ending 31st Dec, 2017 ( y-o-y growth 15%)

10.819 billion - FY ending 31st Dec, 2016

## SWOT Analysis :

The SWOT Analysis for Vivendi SA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Homogeneous economic organization and integrated business segments</li> <li>2.Production of original content and quality services</li> <li>3.Sustainable and strong financial position</li> </ul>	<ul style="list-style-type: none"> <li>1.High dependency on performance of alliance partners and customer res</li> <li>2.Unwanted third party software or hardware failure</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increase in international distribution of content</li> <li>2.Quick adoption of new technologies</li> <li>3.Partnership with telecom operators to reach out larger audiences</li> <li>4.Discovering and bolstering new talent for ongoing development</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense competition from existing players and new entrants</li> <li>2.Piracy practices and illegal downloading and streaming</li> <li>3.Security service platforms, Information system and other operational infrastructure</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Vivendi SA is given below:

Political	Economical
1.Brexit and future integration of the European Union	1.As Vivendi is present in more than 100 countries globally, it is exposed to exchange rate fluctuations 2.Active contribution by Vivendi in the local economies of countries where it operates
Social	Technological
1.Increase in smartphone adoption with broadband connectivity globally will increase content access and viewership 2.Rising disposable incomes in emerging markets to drive entertainment business 3.Popularization of distribution platforms and technologies like connected TVs to drive business growth	1.Investments in R&D and start-up by Gameloft and Canal+ to fuel digital and technology innovation 2.Technology to play a critical role in Vivendi's effort to combat piracy
Legal	Environmental
1.Italian regulatory ruling to affect Vivendi's holding in Italian company Mediaset	1.Vivendi ranked as most sustainable media company globally for 7th consecutive year

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