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# S&P TEST

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## DOLBY LABORATORIES SWOT & PESTLE ANALYSIS

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**Company Name :** Dolby Laboratories

**Company Sector :** Consumer Electronics, Media and Entertainment

**Operating Geography :** United States, North America, Global

**About the Company :** Dolby Laboratories operates as an American company that specializes in audio noise reduction, and audio encoding/compression. The company primarily creates audio and imaging technologies that transform entertainment and communications in our day-to-day activities. Dolby Technologies licenses and develops its audio technologies which ranges from a digital audio codec solution used for media applications (AAC & HE-AAC) to an audio coding technology that delivers new audio experiences to a range of playback devices, Dolby AC-4. The company is headquartered in San Francisco, California and it employs a dynamic workforce of 2193 employees across 36 locations as of 2020. Dolby Laboratories, Inc. was founded in 1965 by Ray Dolby. Though he was a part of the six-member team that developed the first videotape recorder in 1957, it was during his professional tenure at UNESCO that Dolby designed his namesake noise reduction process. The company is mainly divided into three sectors: Picture, Broadcast and Consumer Electronics. Its products include Cinema Imaging, Cinema Audio, Dolby Voice Room and Other products. Their products are utilized in content creation, distribution and playback to augment image and sound quality, and improve transmission and playback. Dolby Laboratories was recognized with a Red Dot Award 2019 for Product Design for Dolby Dimension- the first wireless headphones designed for entertainment at home.

Dolby Laboratories' unique selling proposition or USP lies in being the market leader in developing sound processing and noise reduction systems. Dolby Laboratories' mission statement reads, "Making experiences come alive through technology is what we do."

**Revenue :**

USD 1,241 million – FY ended 27th September 2019 (y-o-y increase of 17.74%)

USD 1,054 million – FY ended 28th September 2018

**SWOT Analysis :**

The SWOT Analysis for Dolby Laboratories is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Commitment to deliver superior experience using technologies and creative solutions</li> <li>2. Strong licensing foothold using various models</li> <li>3. Strength and reputation of the Dolby brand globally</li> <li>4. Substantial base of IP assets</li> </ul>	<ul style="list-style-type: none"> <li>1. Continuing downward pressure on PC revenues resulting in decline in ASPs</li> <li>2. Dependence on sales by licensees</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Further developments in the enterprise and application development space</li> <li>2. Increase in the breadth of mobile devices supporting Dolby technologies</li> <li>3. Investments in carbon offset programs</li> </ul>	<ul style="list-style-type: none"> <li>1. Difficulty in enforcement of contractual &amp; IP rights in emerging growth countries</li> <li>2. Challenges to gaming console market from mobile devices and gaming PCs</li> <li>3. Manufacturers increasingly pushing for open standards</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Dolby Laboratories is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Uncertainties posed by the trade war between the US and China</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Exposure to adverse movements in currency exchange rates</p> <p>2.Economic downturn leading to weak consumer spending</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Continued advancement of OTT media delivery and consumption</p> <p>2.Incorporating technologies in mobile device OEMs</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Unveiling of new technologies for better music and picture experience</p> <p>2. Development of API platform in the enterprise and application development space</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Unveiling of new technologies for better music and picture experience</p> <p>2. Development of API platform in the enterprise and application development space</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Minimizing energy and utility consumption at operational sites</p> <p>2.Employment of sustainable building practices</p>

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The complete report for **Dolby Laboratories** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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