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## ROKU INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Roku Inc.

**Company Sector :** TV Streaming Platform

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

**About the Company :** Roku Inc. is an American company which manufactures a variety of digital media players for video streaming. It earns revenue through advertising and also sells its hardware and software to other companies. It is headquartered in San Jose, California, U. S. In October 2002, Anthony Wood, a replay TV founder, launched Roku as a limited liability company (LLC). The company offers various products which include 1.PhotoBridge HD1000, a system which display images on a high-definition television, as well as streaming MPEG video, 2. Roku SoundBridge which is a network music player, 3. SoundBridge Radio, which is a network music player with built-in speakers and subwoofer. Roku has streaming players which are set-top boxes or the delivery of over the top content and the content is provided by the Roku partners using the channel. The devices of Roku support both on-demand content and live streaming and both free and paid channels such as Amazon Video, Hulu, Netflix, and others are accessible, as are some games. The company launched its own free, ad-supported streaming channel on its devices with licensed content from studios such as Lionsgate, Metro- Goldwyn Mayer, Paramount pictures, Sony Entertainment Pictures and Warner Bros in 2017. The company licenses its technology and proprietary operating system (Roku OS) to service operators involving Sky and Telstra, and television operators and sellers such as TCL and Philips. On January 8, 2021, Roku declared that it would acquire rights to Quibi's content, and that all of Quibi's 75 programs would be streamed on their platform on free ad-supported channels.

Roku Inc. 's Unique Selling Proposition or USP lies in it being the creator of the most popular streaming platform for delivering video, music and casual games to the TV and the platform features the largest collection of entertainment available for streaming. Roku's mission statement reads, "Our mission is to be the TV streaming platform that connects the entire TV

ecosystem around the world".

**Revenue :**

US \$ 1128.9 million - FY ending 31st December 2019

US \$ 742.5 million - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Roku Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Deep industry expertise with strong TV OEM partnerships</li> <li>2.Strong customer base of 50 million active accounts</li> <li>3.Expanding presence in multiple countries across the globe</li> <li>4.Strong financial position with revenue growing at 73% YoY</li> </ul>	<ul style="list-style-type: none"> <li>1.Decline in the gross profits due to the introduction of premium subscriptions.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growing demand of consumers interest for diverse content</li> <li>2.Adoption of artificial intelligence will help to better understand the customer demographics</li> <li>3. Availability of skilled workforce in software engineering and data science applications</li> </ul>	<ul style="list-style-type: none"> <li>1.Growing malware threats associated with the streaming platforms and the content delivered</li> <li>2.Rising competition in the streaming space</li> <li>3. Political and cultural threats from nations across the globe</li> <li>4.Breach of intellectual property rights</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Roku Inc. is given below:

Political	Economical
1.Stringent government regulations on streaming platforms 2.Prevaling growth of corruption and bureaucracy flaws in high sensitive countries impacting streaming industry	1.COVID-19 impact on the streaming industry 2.Exchange rates and stability of host country currency
Social	Technological
1.Online streaming platforms provided an easier platform for artists across the globe to showcase their skills	1.Technolgical advancements acting as the backbone of the streaming industry 2.Growth in network connectivity with technologies like 5G is supporting the streaming industry
Legal	Environmental
1.Enforcement of anti piracy measures in the entertainment industry	1.Reducing impact on environment by shifting from Movie Disc media to streaming platforms 2.Changing attitudes towards ecological and green products

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