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IQIYI SWOT & PESTLE ANALYSIS

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Company Name : iQIYI

Company Sector : Media

Operating Geography : People's Republic of China, Asia, Global

About the Company :

iQIYI is a Chinese online streaming platform that offers a variety of video content, including licensed television shows, movies, original content, and live broadcasting. The company is based in Beijing, China, and was founded in 2010 by Chinese technology giant Baidu. iQIYI's business model is based on a combination of subscription-based and advertising-based revenue streams. Users can choose to pay for access to premium content, or they can view content for free with advertisements. The platform also offers paid memberships that provide additional perks, such as early access to new content and ad-free viewing. In addition to streaming video content, iQIYI has also ventured into other areas, such as online literature and virtual reality. The company has partnerships with major studios in China and around the world to provide a diverse range of content to its users. iQIYI has faced some challenges in recent years, including increased competition in the Chinese online streaming market and regulatory pressures from the Chinese government. However, the company has millions of users and a strong presence in the Chinese entertainment industry. As of early 2023, the company employed around 5,000 people.

The USP of iQIYI is that it is one of the leading online streaming platforms in China. iQIYI's mission statement reads, "Make Dreams Inspired and Joy at Your Fingertips". Its vision is 'To Be a Great Tech-based Entertainment Company.'

Revenue :

CNY 28,997,548 - FY ending 31st December 2022 (y-o-y fall 5.09%)

CNY 30,554,359 - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for iQIYI is given below:

Strengths	Weaknesses
1. Market leading entertainment company in China with advanced AI functioning. 2. iQIYI boasts of its diversified monetization model and production of blockbuster content. 3. Revenue through membership services continues to rise on a quarterly basis in lieu of premium content being launched. 4. Operating income margin has been consistently expanding since past five quarters reported, previously up from net loss incurred.	1. iQIYI has incurred losses and might as well in the future. 2. Baidu's controlling ownership of 53% of iQIYI proves to be a threat 3. Licensing and other operational costs are huge in the entertainment industry
Opportunities	Threats
1. Strategic mergers with short form video companies can raise revenue without producing additional content. 2. Focusing on original content production strategy can help iQIYI sustain its growth 3. Well diversified content across various languages facilitated by rise in demand for Korean and Chinese languages content.	1. Leading Competitor Netflix has huge markets globally and continues to broaden its subscriber base. 2. Declining revenues from advertising services in alongside the grim position of the advertisement industry 3. High production cost of self-made content 4. Competition from short-video players

PESTLE Analysis :

The PESTLE Analysis for iQIYI is given below:

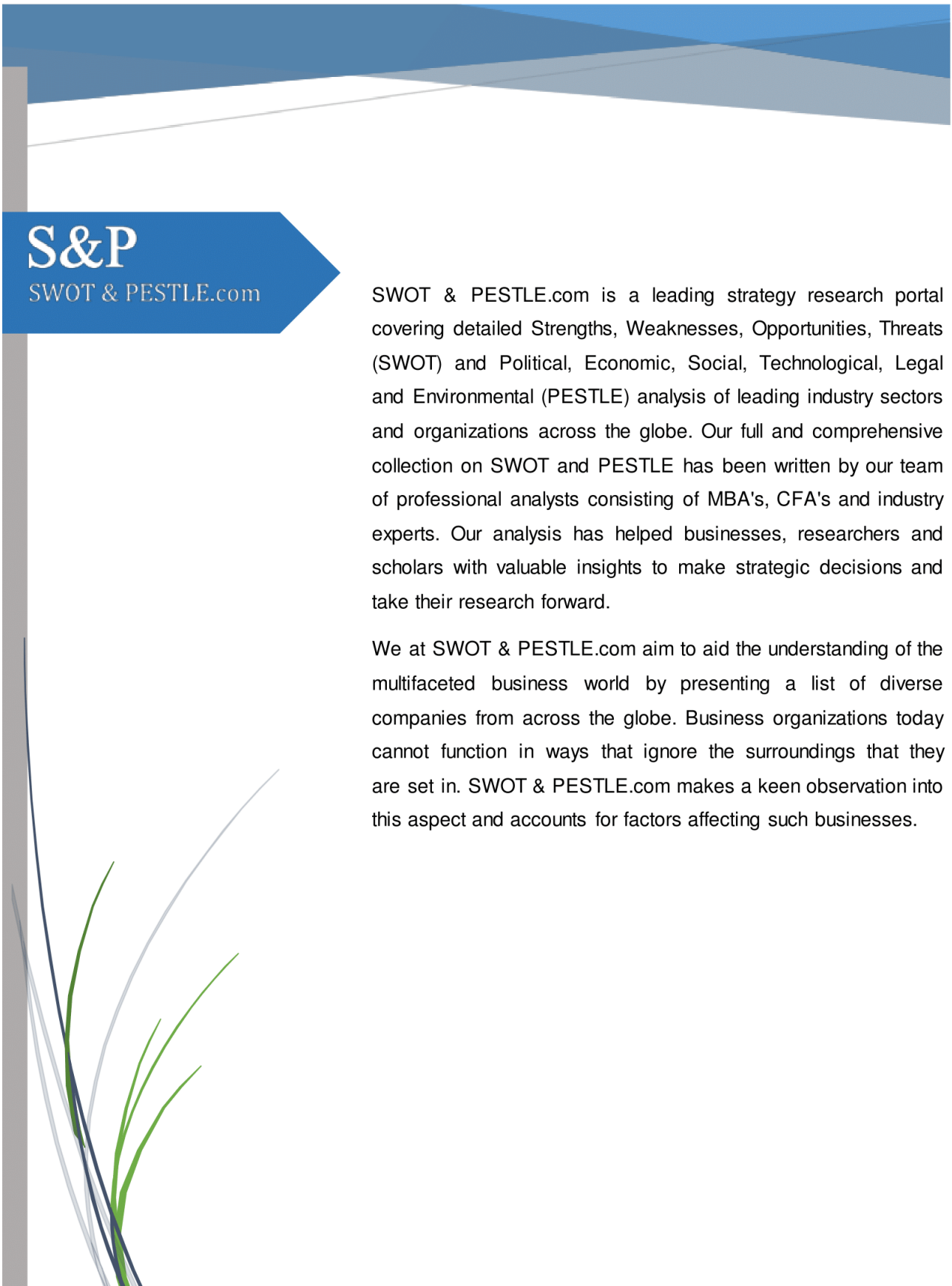
Political	Economical
1.China's white paper revolution is causing political instability in China.	1.Amid inflation and rising cost of living, people are rethinking online subscriptions.
Social	Technological
1.Increased crackdown on Chinese celebrities and celebrity scandals can hamper iQIYI revenue and reputation. 2.Households in lower-tier cities are more willing to spend on entertainment	1.iQIYI has entered into an agreement with Baidu to enable AI based content experience on its own platform. 2.All immersive entertainment is the way to go forward.
Legal	Environmental
1.The Personal Information Protection Law makes iQIYI business subject to complexities 2.Stringent government regulations regarding video content 3.iQIYI has been subjected to legalities as recent as being the screen mirroring issue.	1.Focus on optimising operations via green technology to reduce carbon footprint.

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