

# PlayBOX (US) Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

PlayBOX (US) Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between PlayBOX (US) Inc. and its competitors. This provides our Clients with a clear understanding of PlayBOX (US) Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about PlayBOX (US) Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for PlayBOX (US) Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The PlayBOX (US) Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes PlayBOX (US) Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of PlayBOX (US) Inc. business.

### **About PlayBOX (US) Inc.**

Playbox (US) Inc., a development stage company, owns an online music hosting and downloading application, which targets unsigned music acts and small- to medium-sized record labels enabling them to establish their own music downloading or hosting services.

The application is offered with a range of supplemental services, such as hosting, streaming, e-commerce, and digital rights management (DRM) using the latest MP3 and Windows Multimedia technology.

#### **Interfaces**

The company's PlayBOX online music application includes four dynamic interfaces, namely White Label, Aggregator, Bespoke, and Jukebox, which provide an interface between artists and content owners and their listeners through the Internet.

**White Label Interface:** The White Label interface provides artists a way to offer their music for sale to listeners through the Internet by enabling them to download individual songs either directly from the company's Website or from the artist's own Website.

**Aggregator Interface:** The PlayBOX Aggregator interface allows clients to create and manage an interactive online download store for music catalogues of between 50 and 1,000 songs, with e-commerce, tracking, reporting, and billing functions. PlayBOX also offers management services for this interface.

**Bespoke Interfaces:** The company hires independent Website developers and designers on a project-by-project basis who could create an interface to handle various specialized client requests.

**Music Jukebox Interface:** The PlayBOX Music Jukebox interface is a free service, which allows users to both listen to music and manage their personal computer music collections online in an image-driven environment. The PlayBOX Music Jukebox also lets users transfer their music to and from portable devices, which could play MP3 or other similar music files.

## Services

The company offers various services that work with its interfaces. Clients could send the company their content on compact disk in a raw format (such as WAV), which is then processed into Windows Media files, which are smaller and downloaded by users from the Internet. These files are then stored on its server and supplied to consumers.

**Hosting and bandwidth:** The music files, which artists wish to sell to users of PlayBOX are stored or 'hosted' on the company's server, which it leases from Open Hosting Ltd., a server service. A single song usually requires approximately 7MB of storage space. The company's server provides 'bandwidth', which enables users to download files over the Internet. PlayBOX runs a Linux server, having 1,000 GB of bandwidth per month, out of Open Hosting's facility in London.

**Ripping and Encoding:** PlayBOX could encode audio for use on the company's Website from various source material, including compact discs and WAV format into MP3, Windows Media files, or Advanced Audio Coding (AAC or MP4) file formats.

**Digital Rights Management:** Digital rights management (DRM) is a system for protecting the copyrights of data (including music) circulated through the Internet or other digital media by enabling secure distribution and disabling illegal distribution of the data. PlayBOX uses Microsoft Windows Media DRM, a platform to protect and securely deliver content for playback on a computer, portable music device, or network device.

eCommerce: PlayBOX utilizes Barclaycard's Merchant Services' proprietary 'ePDQ System' to process its secure online payments. Once a PlayBOX user has chosen one or more songs or products from the company's Website that they wish to purchase, they are directed to the Barclaycard's 'ePDQ' Cardholder Payment Interface (CPI), a payment environment, where the user would pay for their purchases either by debit card or credit card.

Tracking and Billing: Tracking and Billing allows PlayBOX clients to gain an understanding of their fan base. Each PlayBOX user's movements through the different PlayBOX interfaces is logged, and this information, along with other data, including their collective purchases and where they are logging in from, is made available to the company's clients in real time.

### Disposition

In July 2008, the company disposed Playbox Media Limited, its wholly owned subsidiary in the U.K.

### Competition

The company identifies competition from RealNetworks; Apple Inc.; Microsoft; Sony Online Entertainment; Napster; OD2/Loudeye; 7 Digital Ltd.; MPP Global Ltd.; and DA Recordings Ltd.

### History

Playbox (US) Inc. was founded in 2003.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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