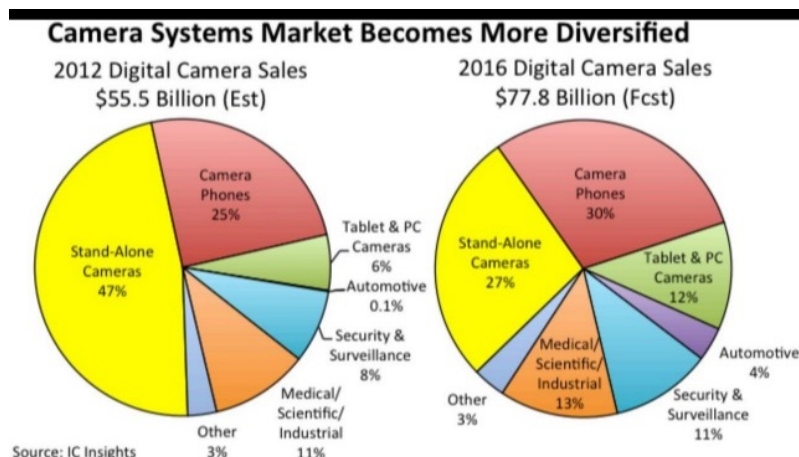


CASO 2 – GoPro



- ☐ GoPro, fast-growing company that makes tiny, wearable HD video cameras, drones, apps,....
- ☐ GoPro acquired a digital-video software company, CineForm, and now provides free software for creating 3D videos from footage shot by GoPro cameras rigged side-by-side and calibrated to shoot simultaneously.
- ☐ GoPro has partnered with YouTube to create a GoPro YouTube network offering a Wi-Fi plug-in that lets GoPro customers upload video directly from their cameras or with a mobile app.
- ☐ GoPro's YouTube channel long ago passed 200 million video views.
- ☐ GoPro now airs TV commercials created from the best videos submitted by customers at its Web site.

The screenshot shows the GoPro website interface. At the top, there's a navigation bar with 'SHOP', 'APPS', 'WATCH', 'PLUS', and a search icon. Below this is a large video player showing a person in a yellow jacket skiing down a snowy mountain. To the right of the video player is a 'Video of the Day' sidebar with a list of recommended videos, each with a thumbnail and title. At the bottom of the video player, there's a title 'Riding Big Mountain Lines with the Full Moon Crew' and a 'By GoPro Original Productions' credit. Below the title are buttons for 'INFO +', 'SIGN IN TO FAVORITE', and 'SHARE'.



Question:

1. Beyond a small, durable video camera, what is GoPro really selling its customers?
2. How does GoPro story relate to consumer behavior?