What is TiVo?

TiVo-a digital video recorder allows owner pause live TB when consumer interrupted by something, with TiVo consumer can record 30 hours of programming without the hassle of videocassettes, and it automatically detects and records the shows that consumer love. Basically, in consumer’s standpoint, with TiVo, you can watch anything you want, when you want to watch it. Live-TV is under control, also, consumer able to skip the ads they have no interest of it. First adoption is difficult for TiVo customers, its lack of awareness and lack of communication with its potential customers. For example. TiVo’s print campaign, including the “Network Executive” commercial, it might lead to the problem of creating confusion to the consumers.

SWOT Analysis:

|  |  |
| --- | --- |
| Strengths:  -First in the market-digital video recorder  -High consumer satisfaction-will recommender friends and relative  -High quality  -Reliable distribution | Weaknesses:  -Service fee, monthly/daily/lifetime  -Lack of communication  -Failed the attract in-store consumer |
| Opportunities:  -High growth market  -More and more people involved and enjoy watching TV | Threats:  -Entrance of new competitors  -High turnover rate of salesperson  -Salesperson not well trained |

Competitors:

Replay Network:

-Emerged as a strong competitor

-Manufacturing its own hardware with limited distribution

-Similar features as TiVo, allow to record, pause, search and record programs.

- “Quickskip”-30 seconds, exactly the length of a typical commercial.

-Price $200 higher than TiVo but no other additional cost (services fee)

-Clear market strategy, differentiation from TiVo, states that you can skip commercials with a click and no monthly fee for services.

-Offers high commissions to the salesperson.

Ultimate TV

-Launched by Microsoft-software industry leader

-Allows TV viewers to send email and internet on their TV screen

-Bundled with satellite television provider DirecTV

-More feature than TiVo, pay-per view movies, 30-second skip and fast-forward at up to 300 times.

Recommendations:

TiVo should drop the price to penetrating the market since increase of competition, at the same time, provide more demonstration in-store displace, increase brand awareness and offer salesperson bonus or higher commission.