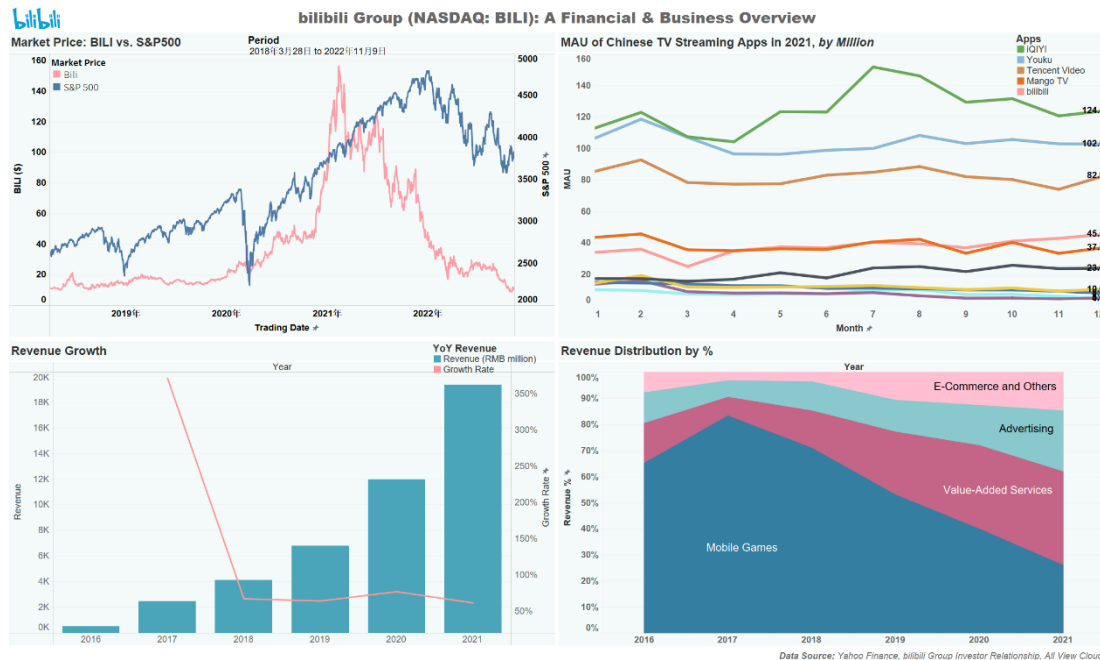


ISOM675: Assignment 2

bilibili Group (NASDAQ: BILI): A Financial & Business Overview



The visualization dashboard provides an overview of a Chinese streaming platform as well as the largest content creator community, bilibili (www.bilibili.com). I chose this company because I spent 8 months serving as an intern there, and it has been faced with a lot of business challenges since last year. Therefore, I would like to show the key information of this company from the perspective of financial and business performance to give you a better understanding of it.

The dashboard consists of 4 parts: market price performance, MAU of Chinese Streaming Apps in 2021, revenue growth and revenue distribution. The core takeaways of the 3 charts are shown below:

1. **Market Price Performance:** This chart shows the performance of BILI and S&P500 (which is a typical market performance baseline in US stock market), respectively. We can see that BILI experienced a rapid increase from Oct 2020 to Feb 2021, which was the golden time for high-tech companies in US capital market, and it outperformed S&P500 significantly at that time. However, after that, BILI experienced a continuous decline and underperformed S&P500, indicating the stability of BILI's market price is considerably lower.
2. **MAU of Chinese TV Streaming Apps:** This chart displays the competition pattern of Chinese TV Streaming market. The top 3 TV Streaming Apps throughout the year were the 3 streaming giant in China: iQIYI, Youku and Tencent Video; in 2021, bilibili showed strong increasing tendency and surpassed its competitor Mango TV, becoming the 4th largest TV streaming platform in China.
3. **Revenue Growth:** This chart gives us the key commercialization index of bilibili: the absolute value as well as growth rate of revenue. We may find that since 2016, the revenue of bilibili has been increasing with an impressively high speed, but it has slowed down since 2021, due to the weak market. At the end of 2021, bilibili accomplished yearly revenue of RMB 19.4 billion (\approx USD2.8 billion).
4. **Revenue Distribution:** bilibili has shown prominent transformation of commercialization

strategy through this chart. Revenue from Mobile Games was once the dominating revenue of bilibili, but it has been surpassed by Value-Added Services (for example, premium subscription) in 2021. Proportions of advertising and e-commerce have also been increasing throughout those years, indicating that bilibili would like to develop its business in diversified ways.

To summarize, the 4 charts gives us basic understanding of how bilibili performs in those years from the perspectives of both financial market performance and business distribution.