

# Market Analysis

## **Porter's five forces for the social network market**

Buyers - youtube content creators, other content creators, Social media customers, advertisers

Suppliers - amazon web services, app stores

Rivals - facebook, tumblr, imgur

New Entry - Kik, Bebo, Yik Yak, Pinterest

Substitution - Reddit, Youtube, newgrounds,

## **PEST Model of the social network market**

P - web 2.0 has several political problems built in. User generated content has to be evaluated for legality when being hosted on your site. The government may want access to the site if the servers are located in the U.S. to monitor communications.

E - Venture capital funding which is how many social networks get cash may be moving away from social network ventures.

S - Millennials do enjoy new things but are known to jump ship from failing sites. Myspace and Digg being a few examples of such.

T - gifs may become outdated due to some other format taking over as file formats have come and gone in computing history. The balance of funding servers for many users and obtaining profits from advertising has proven difficult for many defunct websites, even after they branch out into other revenue streams.

## **Disruptive Innovation Theory**

We would be a low-end disruption to the social network market. A lot of networks in their maturity have grown to do too many things, overshooting the needs of their customers.

Repeater.co would focus on what our customers want; a platform to enjoy some media in their downtime and sometimes tell friends about it. Low-end disruptions create a new market in the users that are being over served by the bloated products.