



# Q&A

**The NEW Pitch**  
The pitch deck for Tivo's new product line, including a detailed description of the product, its features, and its benefits. The pitch deck is designed to be presented to investors and other stakeholders.

**Presented By:**  
- Emily Fan  
- Farah El-Masri  
- Korinn Wan  
- Isabel Wang  
- Maria De Caria  
- Sarah Afteck  
Thecasesolutions.com

**Agenda**  
1. Problem Statement  
2. Situational Analysis  
3. Alternatives  
4. Decision Criteria  
5. Recommendation  
6. Action Plan  
Thecasesolutions.com

**Problem Statement**  
Thecasesolutions.com  
Tivo's current marketing strategy leads to ineffective product communication and management for existing and potential customers.

# Action Plan

Tivo's Annual Stakeholder's Meeting  
Date: May 30, 2000

# TiVo 2007: DVRs and Beyond, Spanish Version

Thecasesolutions.com



# Situational Analysis



© Tivo Inc.

**Recommendation**  
Thecasesolutions.com

# Decision Criteria

# Alternatives

**Option 1: DVR Pricing Model**  
Tivo offers a new pricing model for its DVRs, including a new pricing structure and a new marketing strategy.

**Option 2: This Hardware Model**  
Tivo offers a new hardware model for its DVRs, including a new hardware design and a new marketing strategy.

**Option 3: Tivo Guide**  
Tivo offers a new guide for its DVRs, including a new guide design and a new marketing strategy.

# TiVo 2007: DVRs and Beyond, Spanish Version

[Thecasesolutions.com](http://Thecasesolutions.com)



## Presented By:

- Emily Fan
- Farah El-Masri
- Korivn Wan
- Isabel Wang
- Maria De Caria
- Sarah Atteck

[Thecasesolutions.com](http://Thecasesolutions.com)

# Agenda

1. Problem Statement
2. Situational Analysis
  - a. External
  - b. Internal
3. Alternatives
4. Decision Criteria
5. Recommendation
6. Action Plan

[Thecasesolutions.com](http://Thecasesolutions.com)

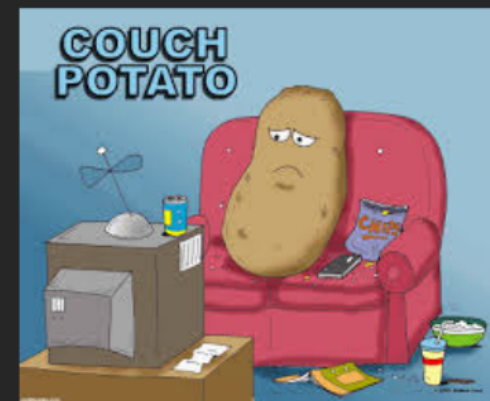
# Problem Statement

Thecasesolutions.com

TiVo's current marketing strategy leads to ineffective product communication and management for existing and potential customers.

# SOCIAL

- entrenched consumer viewing behaviour
- average household has 2.4 TVs and watches 7.4 hours/day
- average adult watches 4.3 hours per day
- part of American culture
- social phenomenon "couch potato"



Thecasesolutions.com

## Technology

- slow rate of change in industry
- black and white
- remote control
- cable and satellite dish (targeted channels)



## Economic

### Replay TV

- comparable product
- subscription included



### Ultimate TV (Microsoft)

- internet + TV features
- bundled

### Other competitors





## Political

- no relevant political issues in this case

[Thecasesolutions.com](http://Thecasesolutions.com)