

# DAQI CASE REPORT

## Harvard Case Solution & Analysis

TheCaseSolutions.com

### Brief History

One of the largest Internet portals in China for UGC

3 options for expansion: music, news, or blogging

Grace Zhou, CEO wants to expand company

Word-of-Mouth Marketing (WOMM) business model

### Problems

copyright infringement

legal issues

censorship of controversial topics

government regulation

### Alternatives

News-related content

Add Music

Popular bloggers

Encourage music purchased legally

Add music! Merge users' interest in music with the desire to interact with others

### My Recommendation

Add popular blogs but monitor them for inappropriate content

### What type of content to use?

82% of Internet users in China read online news

Blogging is very popular - opinion sharing important to Chinese online community

85% of users listen to and download music online

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