A discussion of:
Reload & Relaunch: Strategic Governance of Platform Ecosystems

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What I particularly like

- Lots of interesting questions on strategic management of value!
  - Novel perspective of value creation and capture
  - Important insight: up and coming complementors offer higher value potential than market leaders

- Framework
  - Parsimoniously captures sources of value creation and captures
  - Highlights tensions & interactions determining when and how stakeholders can derive maximum payoff
Questions/comments – conceptual level

• Framing in platform governance literature
  • Governance as architectural control – not a central theme in the paper
  • Or develop on the novelty of platform value creation & capture?

• Clarifying endorsement
  • Match between conceptual and operational definition (awards vs. relaunch)?
    ➢ Have all relaunched (i.e. endorsed) games previously won awards?
  • Are in-house games endorsed?
    • In-house games are developed to ensure quality games at console launch time
    • If they are endorsed, what becomes of the issues of bargaining power and exclusive rights?
Questions/comments – conceptual level

• Do all platform owners pursue the same strategy?
  • Implicit assumption in H1 and H2
    
    *H1: Platform owners will be more likely to endorse complements that experts have assessed as being of exceptional quality.*
  • But could, for example, risk aversion play a role in strategic endorsement decision?

• Effect of endorsement on complement sales
  • Could the rekindled enthusiasm for a game result from reduced pricing, promotional activities or consumers’ familiarity through other devices?
Questions/comments – Empirical level

• Why is Nintendo Wii excluded?
  • Is the market leader
  • Convenient use as only in theoretical argument and to test H5?

• Sample size for variables
  • High quality and medium quality
  • Top 1% and Top 2-5%

• Difference in Difference model
  • No testing of the parallel trend assumptions