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 them 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?

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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