swichi

Diversifying Media Revenue Streams

DIY Toolkit

Specially designed to help small-medium media houses to strategize for digital transformation and rethink their business models.

Strategize for _Digital_ Transformation and Rethink your _Business_ Model

DIGITAL TRANSFORMATION

Digital transformation means different things for different people so there's no one ideal definition for it. However, all meanings refer to digital transformation as the use of technology to improve processes and outcomes for both audiences and the workforce.

Digital transformation is using digital (computer-based) technologies to modify existing or create new processes, strategies, cultures, and audience experiences to meet evolving business and market requirements.

BUSINESS MODEL

Put simply, a business model is a plan of how a business/company/organization intends to make money while delivering value to its customers (audiences) at a reasonable cost.

Essentially, a business model answers fundamental questions of what problem you're solving, how you're doing it, who your target is, what expenses you anticipate incurring, and how you generate revenue to stay sustainable.

Swichi DIY Toolkit

The Swichi DIY Toolkit is a set of tools aiming to help small-medium media houses adopt digital transformation for revenue creation by strategizing to use digital tools and rethinking business models.

The toolkit has four main tools; the Challenge Definition Tool, the Media Digital Transformation and Business Remodeling Tool, Solution Canva, and Use Case Tool. The challenge definition and business remodeling and digital transformation tools are used together to define challenges, strategize on digital transformation, and rethink business models. The solution canvas combines both elements of identifying challenges and rethinking business models so media houses can use it in place of the two individual tools; Challenge Definition and Media House Digital Transformation and Business Modeling (MHDB).

The Swichi DIY Toolkit is a tool inspired By Prof. Marc Peter's Digital Transformation Canvas to help organizations rethink and strategize for digital transformation. The tools were developed in collaboration with media houses from Tanzania, Kenya, and Uganda who participated in co-creation and validation processes.

The next chapter provides a guide on which tools to use according to your needs. Each tool has best practice advice. Also, the challenge definition and digital transformation tools feature feedback from media houses that have used them during the development phases.

MADE POSSIBLE BY

Media Futures EA • DW Akademie • THE AGA KHAN UNIVERSITY Graduate School of Media and Communications • Tanzania Media Foundation • german cooperation DEUTSCHE ZUSAMMENARBEIT • KFW • sahara ventures

I want to inspire others by sharing a story about the practical adoption of digital tools in my media house

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USE CASE TOOL

Use Case Tool

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ABOUT THE TOOL

The SWICHI Use Case Tool helps you shape use cases and practical scenarios on how your media house is adopting digital transformation for business modeling. It asks six critical questions; the who, the when, the how, the why, the what, and the impact summed up in four prompts.

Creating a narrative around your digital transformation and revenue diversification journey helps you reflect on the activity and inspires others to take the steps to transform their organizations. Case stories capture best practices that act as lessons to both you and others who want to embark on the same journey.

HOW TO USE IT

Using the guide as prompts, tell us your story about the impact of digital tools for revenue generation and digital transformation of your media house.

WHO CAN USE IT: Media houses, Media Stakeholders.

Swichi Use Case Tool

The 5 Strategic Areas For Capturing Use Cases and Practical Adoption of Digital Tools in Media Houses.

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Challenge

What challenge were you trying to solve?

Tools

Which tool(s) did you use?

Method

How did you use the tool(s)?

Impact

What is the outcome for digital transformation and revenue creation for your media house?

Additional Information

Tell us more about your story or leave tips and recommendations.