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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.

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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

I want to understand the roadblocks
I'm facing in digital transformation
and revenue creation so I can
formulate the best way forward

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CHALLENGE DEFINITION TOOL

Challenge Definition Tool

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ABOUT THE TOOL

Defining your challenges can seem like a simple task because challenges are obstacles you face daily. However, what seems like a problem at first is often a symptom of a more significant issue. The challenge definition tool is designed to help you find the root cause of a problem that your media house is facing in digital transformation and revenue creation.

The tool presents essential areas to focus on, allowing you to examine each area from different perspectives that enable you to see the challenge from a wider angle, making the activity highly efficient.

These areas look outward and inward to give a holistic view of the problems hindering digital transformation and increased revenue generation for your media house. Understanding the challenges will help you strategize and create solutions that work on specific issues, resulting in increased efficiency and improved ways of working.

WHO CAN USE IT: Media houses, Media Consultants,

HOW TO USE IT

Go over the questions on the Challenge Definition Canvas individually or in small groups and identify issues under each area, exchanging ideas and writing down your answers. Later, return to the bigger group and discuss the problems you identified. The main point is to discuss, compare, and record different perspectives on your identified problems. Review the notes as a team to ensure you're all on the same page and are making the same assumptions in your answers.

The tool is more successful when used by a team and is designed to keep the team focused on the key issues critical to the successful digital transformation of your media house.

You can reuse this tool each time you want to make a change within your organization to ensure you are solving the correct problems and are making informed strategic decisions.

Swichi Challenge Definition

The 9 Strategic Areas For Defining Challenges Facing Media Houses in Revenue Creation and Adopting Digital Transformation.

Process

What challenges are you facing in your ways of working that hinder you from adopting new technologies?

In your day-to-day activities that involve everything from creating content to sharing it with your audience, what challenges do you face that hinder the digital transformation of your media house?

Culture

What internal cultural issues prevent your media house from adopting new digital ways of working? This refers to your organization's work culture.

People

What are management and staff issues hindering the organization's digital transformation?

Strategy

If you have a strategy, how does it hinder your organization's digital transformation?

This refers to the strategy of your organization. Do you have one? Does it include digital transformation or technology adoption? What other challenges do you face regarding the organization's strategy that hinder your digital transformation efforts?

Stakeholders

What are audiences/client issues hindering your media house from adopting new technology and digital ways of working?

Context

What are the problems hindering your organization's digital transformation within the community you serve? This could include geographical location, cultures, attitudes, traditions, norms, and systems.

Policies and Regulations

What are the regulatory issues hindering your organization's digital transformation?

Infrastructure

How are the available infrastructure and tools hindering your efforts toward digital transformation?

Revenue Creation

What challenges do you face in current ways of revenue generation?

Also consider: How do policies and regulations hinder content production that generates revenue for your media house?
How do systems of data collection and analysis hinder your efforts to generate revenue?
How do any of the challenges you've identified in this activity hinder your efforts toward revenue creation?

User Feedback
Swichi Challenge Definition Tool

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"The Swichi Challenge Definition tool helped us be aware of the stage we are at in adopting technology and what to do to undergo digital transformation successfully. It has also made us realize that we can use the available facilities to start going digital and have an impact without waiting for equipment and financial support from donors and stakeholders."

Mazingira FM, Bunda, Tanzania.

★ ★ ★ ★ ★

"This tool has helped us identify crucial areas to work on and assisted us in creating a strategy that is SMART - specific, measurable, actionable, realistic, and time-bound. It has also helped us work better by having clearly defined roles assigned to each staff. Now everyone knows what they have to do to contribute to progress."

Afya Radio, Mwanza, Tanzania.

"The Swichi Challenge Definition Tool has helped us analyze and better understand our internal and external environment and business processes. It has also helped us identify the challenges we are facing and strategize how we can solve them."

Zoe FM, Morogoro, Tanzania

The Swichi Challenge Definition Tool has helped us a lot because we have learned a better way to strategically identify problems and where and how we can best solve them.

Dodoma TV, Dodoma, Tanzania.

"This tool has helped us reflect and identify our challenges, raised awareness among the management regarding implementation problems, and increased our knowledge about the benefits of digital media - we now know digital radios can be more profitable."

Smile FM, Manyara, Tanzania.