



DIY Toolkit

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



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 understand my challenges, so I want to develop a clear plan on how to adopt digital transformation and create more revenue for my media house



**MEDIA DIGITAL TRANSFORMATION
AND BUSINESS MODELING TOOL**

Media Digital Transformation and Business Modeling Tool

ABOUT THE TOOL

Digital transformation is more than just using technology to improve your business processes, it is also about how you engage your audiences and increase the value you offer them. Successful digital transformation is audience-oriented, it begins and ends with transforming how you think of audiences and how you engage them.

Rethinking your business model through a digital transformation lens means reimagining how you do business and engaging audiences using digital technology. Therefore, this tool is about creating a audience-centered digital transformation and business modeling strategy, to boost revenue creation in your media house.

WHO CAN USE IT: Media houses, Media Consultants,

HOW TO USE IT

Go over the questions on the Media Digital Transformation and Business Modeling Canvas in small groups, brainstorm solutions, exchange ideas, and write down your answers. Later, come back to the bigger group and discuss your identified solutions. The main point is to discuss, compare, and record different perspectives on your ideas. Review the notes as a team to ensure you're all on the same page and are making the same assumptions in your answers. Decide the best solutions under each area and write those down as the way forward.



Use sticky notes so you can move ideas around. After you decide on the best solutions, change those into actionable items and assign someone to each task.

Swichi Digital Transformation and Business Remodeling Tool

The 9 Strategic Areas For Digital Transformation and Business Remodeling of Media Houses.

<p>Audience Understanding and Engagement</p> <p>What are your audience needs/pain points? What are your audiences' content-consuming behaviors? How do your audiences prefer to engage with your media house? What incentives do you have in place to increase their engagement? What technologies can you adopt to enhance audience engagement?</p>	<p>People and Culture</p> <p>What human resources will you need to support your digital transformation? What steps should you take to ensure you have the right human resources - What recruitment procedures will give you the right talent for the new ways you are adopting? How do you ensure the human resource available has updated skills to cope with the digital transformation? How do you ensure management understands the needs and impact of digital transformation on your media house? What organizational culture should be established for effective digital transformation and business remodeling of your media house?</p>	<p>Professionalism and Ethics</p> <p>What policies and regulations must we abide by to remain professional and ethical in our digital transformation and revenue diversification journey? Which digital tools can you adopt to assist you to stay professional and ethical as you transform your ways of working?</p>	<p>Digital Infrastructure</p> <p>What infrastructure do you need to successfully adopt digital ways of working and doing business in your media house? What digital infrastructure (software, programs, systems) do you need for successful digital transformation and business remodeling of your media house?</p>
<p>Content and Branding</p> <p>What are you offering to address audience pain points/needs? What distribution channels do your target audiences prefer? How can you use these channels to increase reach and offer value to your audiences? How do you differentiate yourself from your competition? - visual and audio signatures, content design, colors, watermarks, logo, etc. I.e. Branding What technologies can you adopt to improve your content production and distribution processes?</p> <p>Consider: Do you understand your audiences' content needs? Is your content audience-centered? - did you design it around the audience's needs? How and when do you deliver content? - are these the best times, formats, and platforms? How do you measure content performance?</p>	<p>Process Framework</p> <p>What processes and procedures must you adopt to ensure successful digital transformation and business remodeling of our media house? I.e. What ways of working should you adopt? This includes ways of communicating, scheduling, storing data, and creating and approving content. What technologies should we adopt to make our processes(ways of working) easier and more efficient?</p>	<p>Technology Adoption</p> <p>How are you going to implement the use of the digital tools you've identified - How will you roll out the use of these new technologies to your team and audiences?</p>	<p>Digital Business Development</p> <p>How can you use the new technologies and digital tools you've identified to generate revenue? How can you use data and analytics to generate revenue for your media house? What other digital sources can you use to generate more income? How will you use them?</p>
		<p>Strategy</p> <p>What objectives should your strategy focus on to embrace digital transformation and new ways of doing business? What internal policies and regulations should you establish to guide your team on the new ways of working?</p>	

User Feedback

Swichi Media Digital Transformation and Business Modeling Tool

This tool had helped us significantly by increasing ease of access to new audiences and listeners through online platforms compared to when digital transformation was not a major priority.

Smile FM, Manyara, Tanzania

This tool has helped us successfully start an online radio, create a social media presence, and enter new digital markets - we now have clients for digital marketing.

Mpanda Radio FM, Katavi, Tanzania.



We think the future is bright, we can now see the potential and benefits of social media. We already have a few digital marketing clients.

Mbeya Yetu TV, Mbeya, Tanzania

This tool has helped us change our systems and adopt more digital processes, including online planning and scheduling of events which is saving us a lot of time and keeps everyone accountable.

Huheso FM, Kahama, Tanzania

This tool gave us the idea to start an online TV to share content in a different format as the radio as part of embracing new technologies, we now have a broader reach with the new digital audience.

Mazingira FM, Bunda, Tanzania

It has changed our outlook regarding business, we've now started exploring the new digital market and we already see the revenue creation possibilities, we got a digital marketing client who runs their ads with our online platforms. We've also started an online blog that's growing at a high rate and has the potential to increase our revenue.

Afya Radio, Mwanza, Tanzania