



# MEDIA MANAGEMENT TRAINING

PRACTICAL  
WORKSHOP ON BMC

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# PLAN



1. Introduction and link with previous session
2. BMC : presentation of the model
3. Practical Workshop, Presentation and sharing space

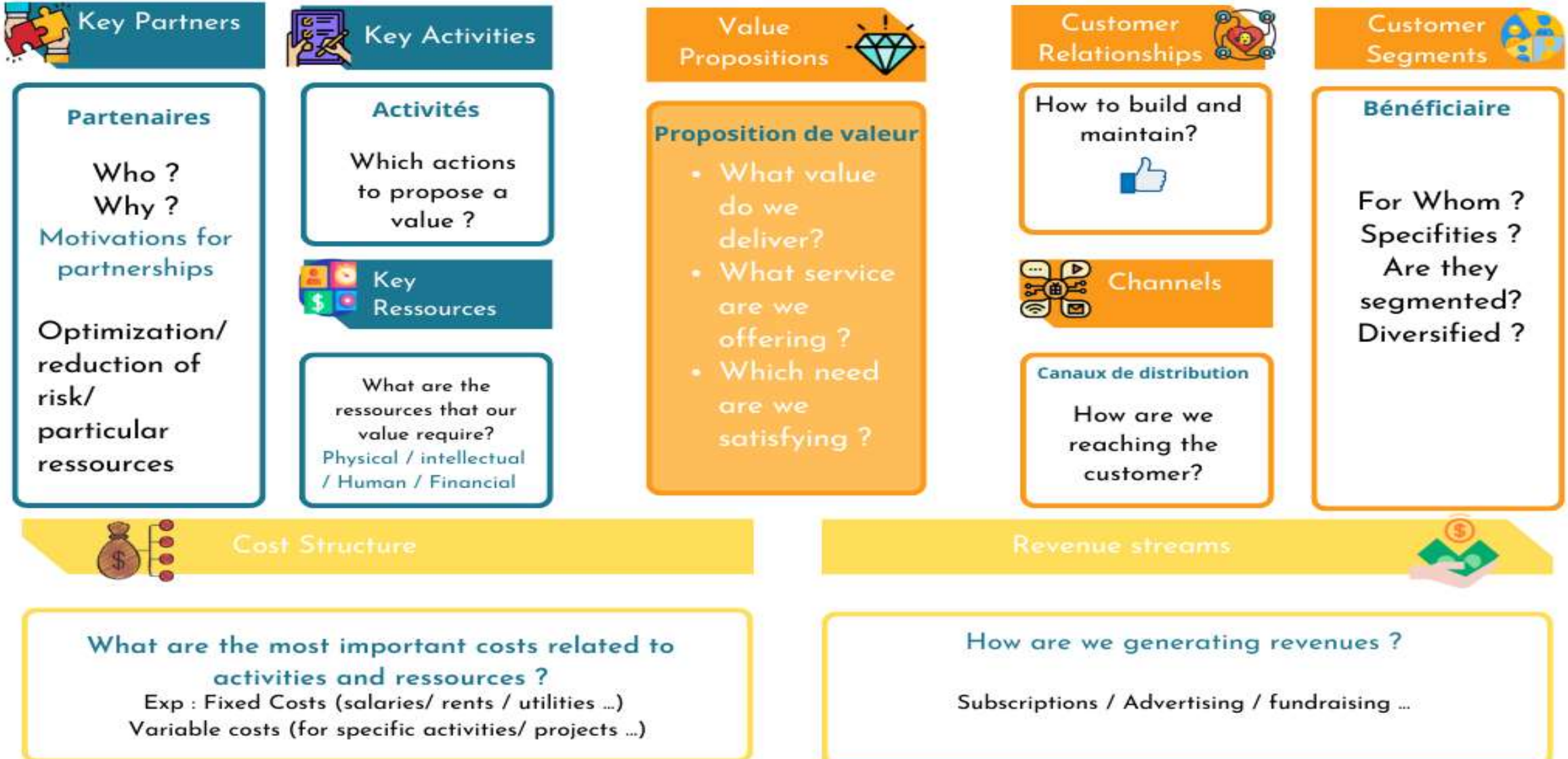


# PRESENTATION OF THE MODEL

# WHAT IS BMC ?

- The Business Model Canvas is a model used to define an organization's business model.
- It is simple and intuitive and allows to easily develop the business model of your company, while ensuring that it is consistent and viable.
- With its 9 boxes, the table allows to not forget any aspect of your business model and therefore to start on a solid basis and ensure the sustainability of your future project
- It presents a global and synthetic vision

# Business Model Canvas



# 3 PARTS :

1- Attractiveness



2 – Faisability



3 – Sustainability



# EXERCISE



Think outside the box !



- Work on 3 Groups
- One color per group
- Brainstorming : fill in collectively the sections related to your group bloc
- Use sticky notes and fill in the flipchart
- 10'



# **PRESENTATION & DISCUSSION**



# EXAMPLE

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- Radio One, Inc. is an urban-oriented, multi-media company.
- It primarily targets African-American and urban listeners.
- It operates through four Segments: radio broadcasting, Reach Media, Inc. (Reach Media), internet, and cable television.
- It owns and/or operates approximately 60 broadcast stations located in over 20 urban markets in the United States.



KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> <li>Artists and producers</li> <li>Publishers</li> <li>Promoters</li> <li>Shareholders</li> </ul>	<ul style="list-style-type: none"> <li>Market research</li> <li>Journalism</li> <li>Productions</li> <li>Programming</li> <li>Distribution</li> <li>Maintenance</li> <li>Networking</li> <li>Management</li> <li>Advertising</li> </ul> <p>6</p> <hr/> <p>KEY RESOURCES</p> <ul style="list-style-type: none"> <li>Syndicated contents</li> <li>Radio stations</li> <li>Radio licenses</li> <li>20 Million Unique Visitors</li> <li>200 Million App Streams</li> <li>82% of Black America Reached</li> <li>40 Million Video Streams</li> </ul> <p>7</p>	<ul style="list-style-type: none"> <li>To be the most trusted source in the African-American community that informs</li> <li>Entertains and inspires our audience by providing culturally relevant integrated content</li> <li>Multi-media entertainment</li> <li>The ONLY Integrated Media Company Focused on Black culture</li> </ul>	<ul style="list-style-type: none"> <li>'Represent Black culture'</li> <li>Fans</li> <li>Community</li> <li>Recommendation</li> <li>Self-service</li> <li>Popular themes</li> </ul> <p>4</p> <hr/> <p>CHANNELS</p> <ul style="list-style-type: none"> <li>Radio stations</li> <li>Television</li> <li>Digital platforms</li> </ul>	<ul style="list-style-type: none"> <li>Targeting African-American and urban consumers</li> <li>Advertisers</li> </ul>
COST STRUCTURE			REVENUE STREAMS	
<ul style="list-style-type: none"> <li>Programming and content costs</li> <li>Marketing</li> <li>Rent</li> <li>Salaries</li> <li>Music license</li> <li>Royalties</li> </ul> <p>9</p>			<ul style="list-style-type: none"> <li>Advertising fees</li> </ul> <p>5</p>	

# KEEP IN MIND

- ALL PILLARS IN BMC ARE IMPORTANT
- THE VALUE PROPOSITION IS THE CORE
- REVENUE STREAMS AND COST STRUCTURE ARE IMPORTANT TO PREPARE THE BUDGET
- USE IT TO VISUALISE WHAT ARE THE ACTORS THAT SHOULD BE INVOLVED IN THE STRATEGIC PLANNING

THANK YOU