

**EBU**

OPERATING EUROVISION AND EURORADIO

# **BUSINESS CONCEPTS MODEL**

ESSENTIAL CONCEPTS  
FOR A MEDIA ENTERPRISE

THE EBU  
**CAPABILITY MAP GROUP**



MAY 2021

The business concept model provides basic vocabulary for expressing business issues. The value of using such a common language lies in reducing misunderstandings and misalignment in several contexts, such as business capabilities, business processes, strategic goals, reporting, etc. It can also enhance communication between business departments or serve as a foundation for data architectures and data governance.

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*“The Business Concepts Model provides a self-consistent vocabulary that can be extended. It provided the foundations for the development of the EBU Business Capability Map for PSM organizations. We were using these concepts as our common language across organizations. It kept discussions productive and led to a consistent model.” - Nick Hopewell, BBC, and Jürgen Grupp, SWR, Chairs of the EBU Capability Map Group*

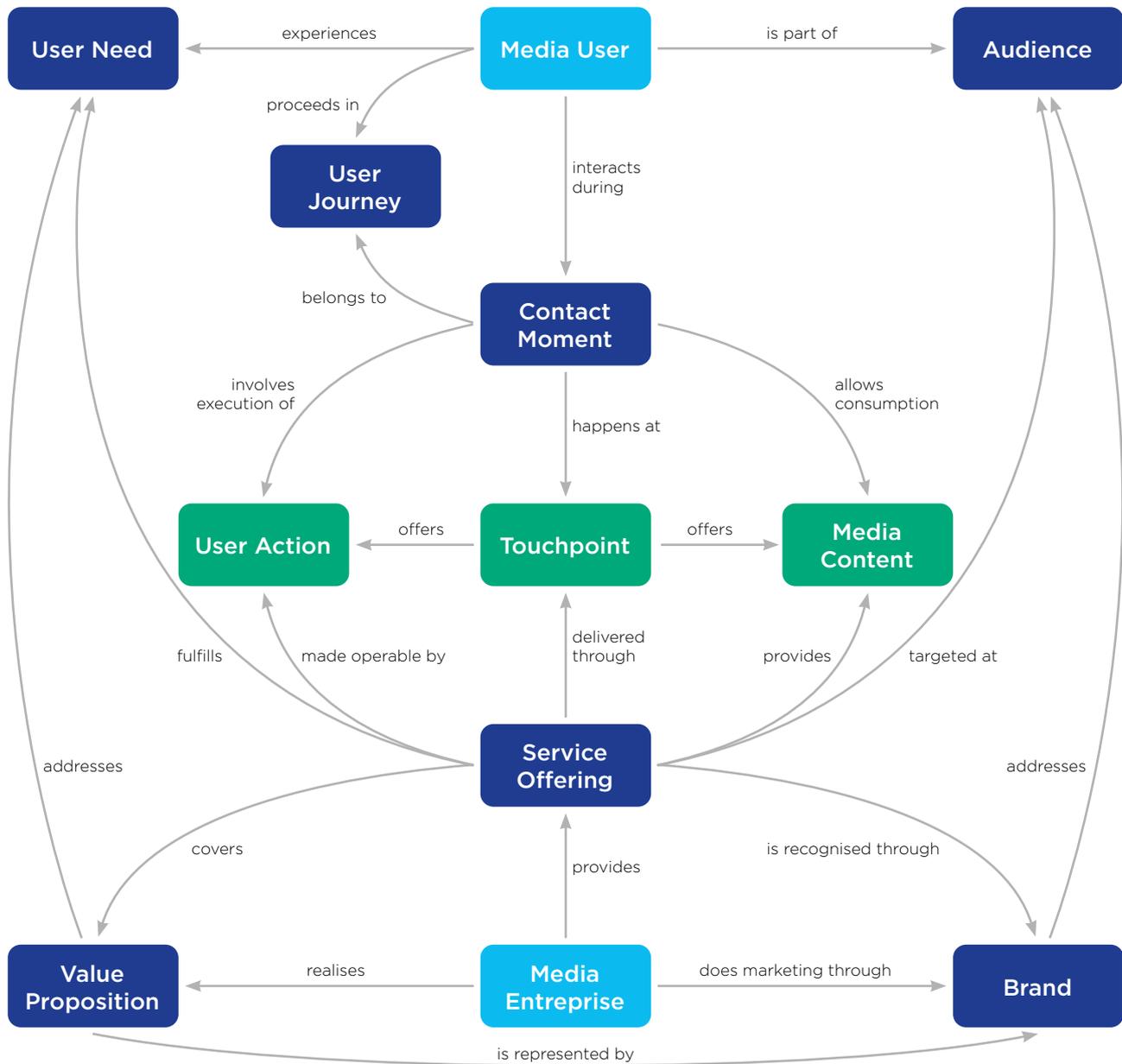
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*“Using the EBU Business Concept Model for our data schemas is giving us a headstart on every data related project we initiate. When acquainted with the model, our colleagues need significantly less time comprehending data - as the structure speaks for itself. Instead, the emphasis can immediately be put on generating value for our media consumers and VRT.” - Koen Muylaert, VRT PO data lake platform / ML activities*

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*“For the successful development of our business, the Business Concepts Model provides valuable insights into the relevant KPIs - which to use, where to apply them, and how they relate to each other.” - Stefan Germann, SWR, Strategic Department*

# THE BUSINESS CONCEPTS MODEL



The Model explains the terms that are essential to describe today's public service media organisation. It is lightweight and consists of a single diagram and a list of clear definitions for each concept. The diagram shows the relationships between the concepts. The definitions provide a common business vocabulary that is independent of the technologies and tools in which it is implemented.

# THE BUSINESS CONCEPTS MODEL NARRATIVE

## THE BIG PICTURE

**Media User** Media Users today come into contact with a **Media Enterprise** in many more ways than just traditional Television and Radio reception

**Contact Moments** can be through many different forms of interactions; on smart-phones apps, tablet apps, smart TV apps and voice-controlled units, or when attending live events arranged by the Media Enterprise.

A **Media User** is a person targeted by a Media Enterprise through a Value Proposition that is designed to meet User Needs. Media Users interact with the Media Enterprise's Service Offerings during Contact Moments through a Touchpoint.



A **Media Enterprise** is an organisation that provides media-specific Service Offerings to Audiences.



A **Contact Moment** is the timespan a Media User spends on one Touchpoint, executing one User Action, often involving one unit of Media Content.



Not only do we have a range of **Touchpoints**, a **Media User** is also no longer restricted to passively watching and listening. He or she can add comments, share content with others, start a dialogue, or upload their own content.

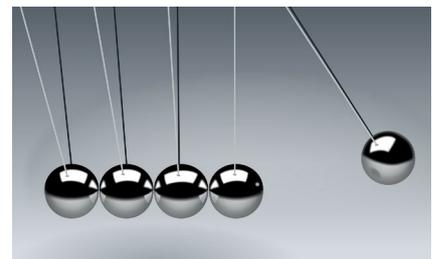
There is an increasing number of ways to interact. The increase of **Touchpoints** and interactions through **User Actions**, goes alongside a growing number of types of **Media Content**.

We now also have social media posts, tweets, Facebook articles, podcasts, infographics, long reads, digital games and more...

A **Touchpoint** is any way or means for a Media-User to get into contact with a Service Offering of a Brand. It usually provides access to Media Content and allows the use of a number of User Actions.



A **User Action** is what a Media User can 'do' on a Touchpoint, e.g. watch, listen, read, like, share, comment,



**Media Content** is the end result of an editorial process. It tells a story or shares an experience by using any combination of moving images, still images, sound, text, structured data and interaction possibilities. It is meant as a 'unit of consumption' by Media Users.



A **Media Enterprise** must strive to make target **Audiences** aware of their respective **Service Offerings** and attract them to start and continue using these offerings, by providing the **Touchpoints** that **Media Users** want and are able to use, as well as **Media Content** that is engaging, relevant and interesting.

A **Service Offering** is a branded package made available by a Media Enterprise to fulfil User Needs of a target Audience. It is made accessible through one or more Touchpoints, usually providing access to Media Content, and allows the use of a set of possible User Actions that can be carried out at a Touchpoint.



Public service media organisations should be able to provide personalized suggestions to guide users in their **User Journey** directly to the (next) most relevant part of the **Service Offering** in the given context and give the **Media User** control by labelling and curating **Media Content** so it can be found easily.

Another new challenge for the **Media Enterprise**, apart from connecting **Service Offerings** to **Audiences**, and creating or buying the 'right' **Media Content**, is to decide which **Touchpoints** should be included in **Service Offerings**, and which **User Actions** need to be supported.

An **Audience** is a group of Media Users. A specific case is the 'target audience' of a Brand, which is the group of Media Users for whom a Service Offering (or part thereof) is intended.



The **Media Enterprise** requires the ability to realize and operate these **Touchpoints**, and the knowledge and control to present its content on those **Touchpoints** that are under the control of other companies.

**This document on the EBU Business Concepts Model for public service media draws on material contained in EBU BPN 126, a report produced for EBU Members by the EBU Capability Map group. This material is published here as a public EBU document for use in a number of management tasks, not only in conjunction with the EBU Capability Map. As one example, it has proved useful in discussions on corporate strategy, where the concepts and their relationships provide helpful insights and vocabulary.**



The EBU Business Capability Map (BPN 126)  
<https://tech.ebu.ch/publications/bpn126>

**The Business Model was developed by the following members of the EBU Capability Map group (in alphabetical order):**

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