**Introduction:**

The modern world is an enormous ocean of information and data which is contained by the digital media platforms that are available to people. A person can access and program its own data and information with the help of specific technology. As a result, now the power remains in the hands of the community instead of the publishers L. (2013). The media companies that have insufficient data gathering technology are left behind by those who has more advanced technologies in that particular field as compared to them. The data entered by the user on the media platform of a particular company is owned by the company itself and not by the third parties. Nettavisen an online start-up, mainly aims to stop the data leakage issue that has become a primary concern for the companies.

**Task-1 Main competitive advantage that Nettavisen has over other companies.**

Nettavisen’s basic business model is mainly dependent on display-ad-based (Zaki, Bøe-Lillegraven and Neely, 2016) . The advertisers pays the company in-order to display their ads on the website. With the help of innovative business model, Nettavisen was able to expand its profit and shares that allows the small companies to perform better than the large legacy firms (Zaki, Bøe-Lillegraven and Neely, 2016). The company strives to compete with the online news sites that are mainly designed by the newspaper companies/broadcasters (Zaki, Bøe-Lillegraven and Neely, 2016).

The company gathers every bit of data at every minute that includes from their own databases such as sales, advertisements etc (Zaki, Bøe-Lillegraven and Neely, 2016). While it also collects various other unstructured data from various digital sites that include audio, video, pictures etc (Zaki, Bøe-Lillegraven and Neely, 2016). It also focuses on targeting specific audiences for their online website. In the beginning of online data exploration, the large online companies were under impression that their brands were so well established that they could experiment with the digital platform at their own speed, Nettavisen proved them wrong by becoming the leading online news site within few years.

The main attraction for the most of the readers is the front page of the online site because most of the activity is displayed on it. As a result, the front page editor comes into the lime light as most of the reporters want their news/stories highlighted onto the front page of the website (Zaki, Bøe-Lillegraven and Neely, 2016). In order to study how the consumer interact with the contents of the website the company introduces a content personalization and analytics to keep track of it.

The main competitive advantage that Nettavisen has over other companies is that they publish the news as they happen which the rest of the companies are reluctant to do and keep it for tomorrow. This move makes the Nettavisen stand one step ahead of the large companies such as google, facebook etc. Nettavisen purchased a Norwegian blogger community knows as “blogg.no” as an addition to their existing portfolio (Zaki, Bøe-Lillegraven and Neely, 2016). The blogger site is a sum of number of individual Norwegian bloggers that would lead to a debatable strategy of mixing business and article content. For example, a celebrity who shares her pictures of clothing and cosmetics on social media. Certain advertisers like various clothing brands and grooming companies want their products to be associated with some specific bloggers in-order to get highlighted (Zaki, Bøe-Lillegraven and Neely, 2016).

During the progress, Nettavisen was consistently on top three online news sites in Norway over the period of 1996-2001 (Zaki, Bøe-Lillegraven and Neely, 2016). As a result, now company’s one-third revenue comes from the online services. Nettavisen continues to obscure the limits between the business and article content.

**Task-2 How can you combine the concepts and principles of resource based view (RBV) & IT portfolio theory to critically asses and explain Nettavisen’s competitive advantage in a disruptive turbulent market? Support our argument with references to existing literature in information systems.**

IT portfolio of Nettavisen consists of various assets such as following:

* Informational asset
* Infrastructural asset
* Transactional asset
* Strategic asset

**Informational asset**

Nettavisen gathers a bunch of data from various resources including the internal data of the company itself such as advertisements, sales, web blogs and various other social medias. The firm is also keen to gather the unstructured data from various digital platforms such as pictures, videos, memories etc. As there is no specific time bound the discussion room of the Nettavisen is constantly under activity.

With the help of blog data provided by “blogg.no”, the firm gets continuous feedback from the interacting user that keeps the company even more responsive. The firm also keeps track of the demand of the online users that interact on various social platforms. The firm keeps on evolving its methods to attract more advertisers on their website.

Most of the company’s activities are displayed on the front page and that’s where the traffic gets diverged to the rest of the site (Zaki, Bøe-Lillegraven and Neely, 2016). Due to this the editor of the front page is always in demand as most of the reporters wants their news to be on the front page of the website. The company also tries to study the user choices towards the products and services that would be beneficial to make some important decisions towards selection and creation of the content.

**Strategic asset**

The company’s aim is to outgrow the other news sites that has been created by large established newspapers and publishers. One of the strategic move the company made was in 2013, the company purchased “blogg.no” a Norwegian blogging community that has been added to the current portfolio of the website (Zaki, Bøe-Lillegraven and Neely, 2016). For example the cosmetics and the clothing brands want their products to be highlighted and linked with some specific bloggers which in turn leads to huge number of spectators (Zaki, Bøe-Lillegraven and Neely, 2016). As a result it catches the eye for more advertisers who wants to promote their product in various fields.

**RBV resources and capabilities of Nettavisen**

The management of the firm is crystal clear in its goals and objectives which includes improving the quality, product development etc. The firm’s important business opportunities are big data and online opportunities (Zaki, Bøe-Lillegraven and Neely, 2016). The main advantage that the company has over others is that it publishes the news as they happen which other companies resist to do. Nettavisen contains various group of youngsters and various other staff members of around 76 people , F. (2015). Most of the employees are in their “thirties” and has various online experiences and half of them are well aware for the printed purposes, F. (2015). Prior the firm has no blogger support. In the 2013 the company made an important strategic movie by purchasing the “blogg.no” which is a Norwegian blog community that has been added to the portfolio of the website (Zaki, Bøe-Lillegraven and Neely, 2016). The community comprises of huge number of individual Norwegian blogger that provide the content. There is a distribution of advertising revenues between the blogger and the firm that has been generated from the bloggers site.

**VRIO framework of Nettavisen**

From the above stated various resources and capabilities, the firm can easily withstand or dilute any situation/threat that occurs in its way and is equally rare as the resources are solely dependent on the firm itself. This minimizes the risk of duplication it. The firm is very well organized as it consists of group of people that inherits special skills in-order to excel. Temporary flow of the employees caused a hindrance in the long term investment in the companies which led to lack of un-stabilized structure and consistency of the firm F. (2015). Excess gathering of data from various sites and social platforms caused a problem because the firm was not able to link its internal and external data F. (2015).

**Conclusion**

Nettavisen an online start-up company keeps on pushing the boundaries of the online exploration with the help of the innovative business model. With the help of this business model the company was able to seize a big amount of share in the earlies. As a result it stands firmly on top three online news sites in Norway. The current strategy of Nettavisen is soon shifting towards to data driven business model (DDBM) that represent imagination of people through their creativity and innovation. One-third of the revenues come from the online sites (Zaki, Bøe-Lillegraven and Neely, 2016). The firm mainly focuses to cancel out the data leakage from the Norwegian market by combining the company’s data set along with the bigger data sets, with inbuilt data analytics its on the path to have a better decision making and advertising revenues.

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