

long tail business models

*reflections for business
strategists*



a concept coined by
Chris Anderson in...

NEW YORK TIMES BESTSELLER

CHRIS ANDERSON

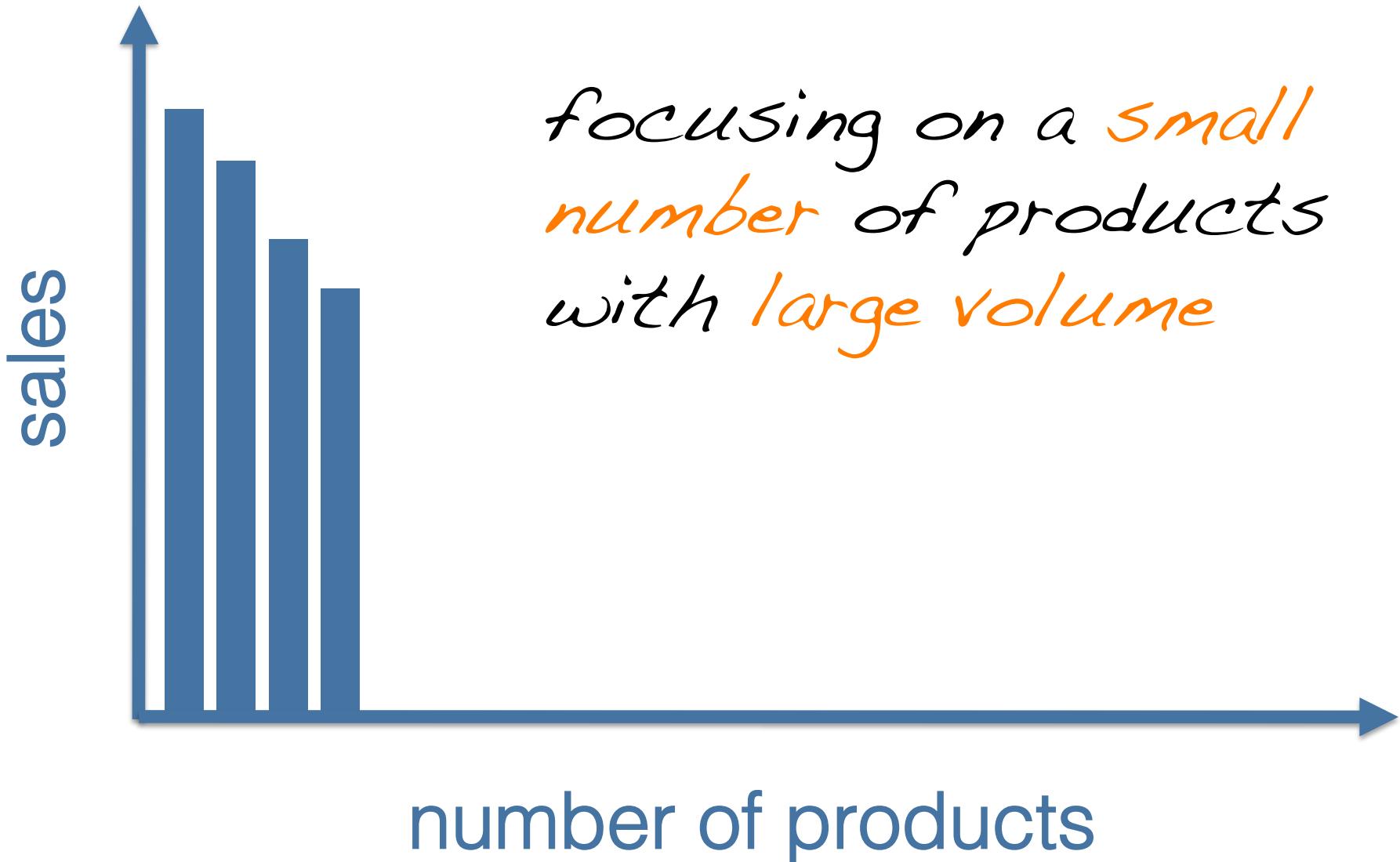
WHY THE FUTURE OF BUSINESS
IS SELLING LESS OF MORE

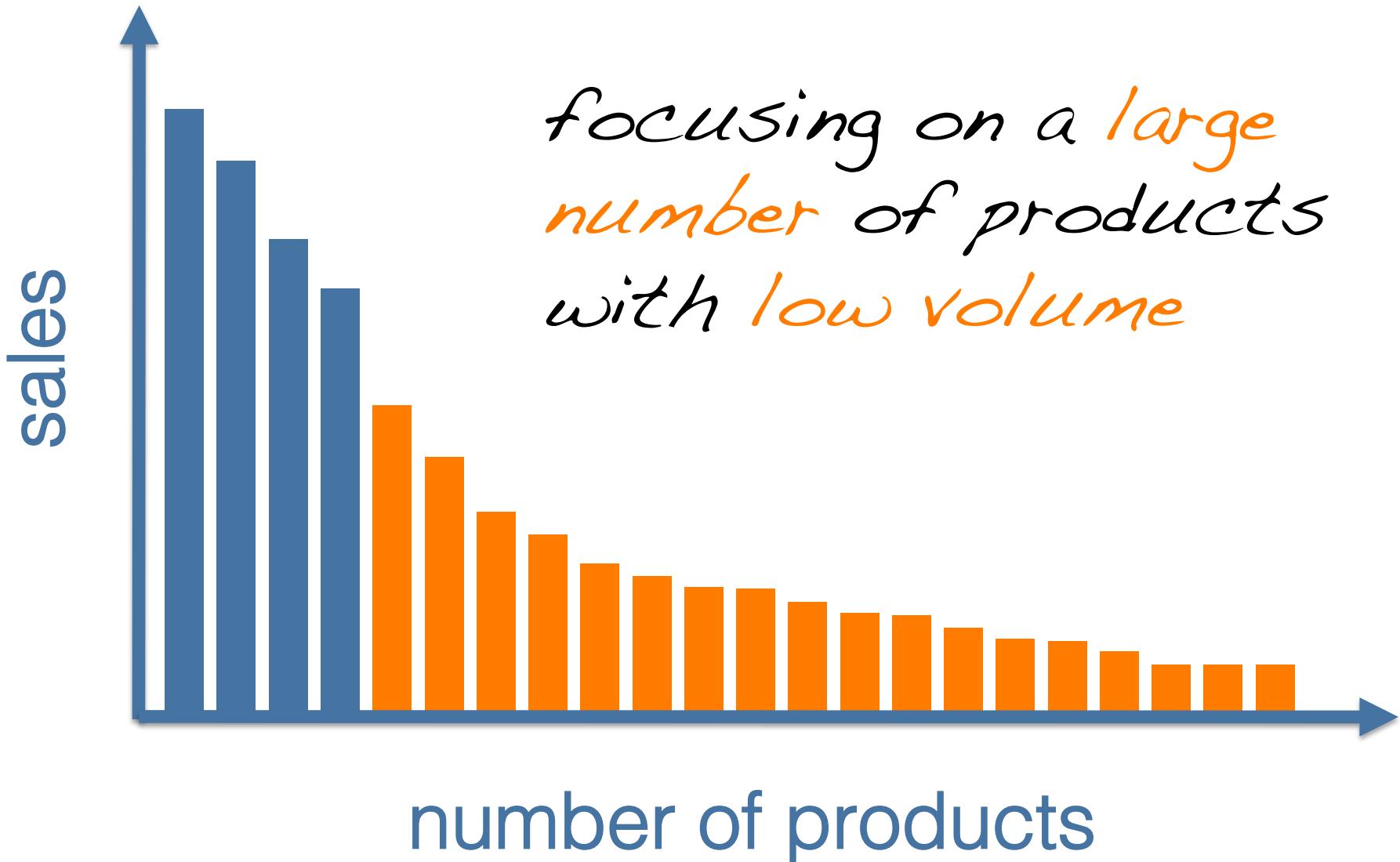
The LONGER

INCLUDES A NEW CHAPTER: THE LONG TAIL OF MARKETING

Long Tail

it's about selling less of
more...





what does this
mean for
business models?



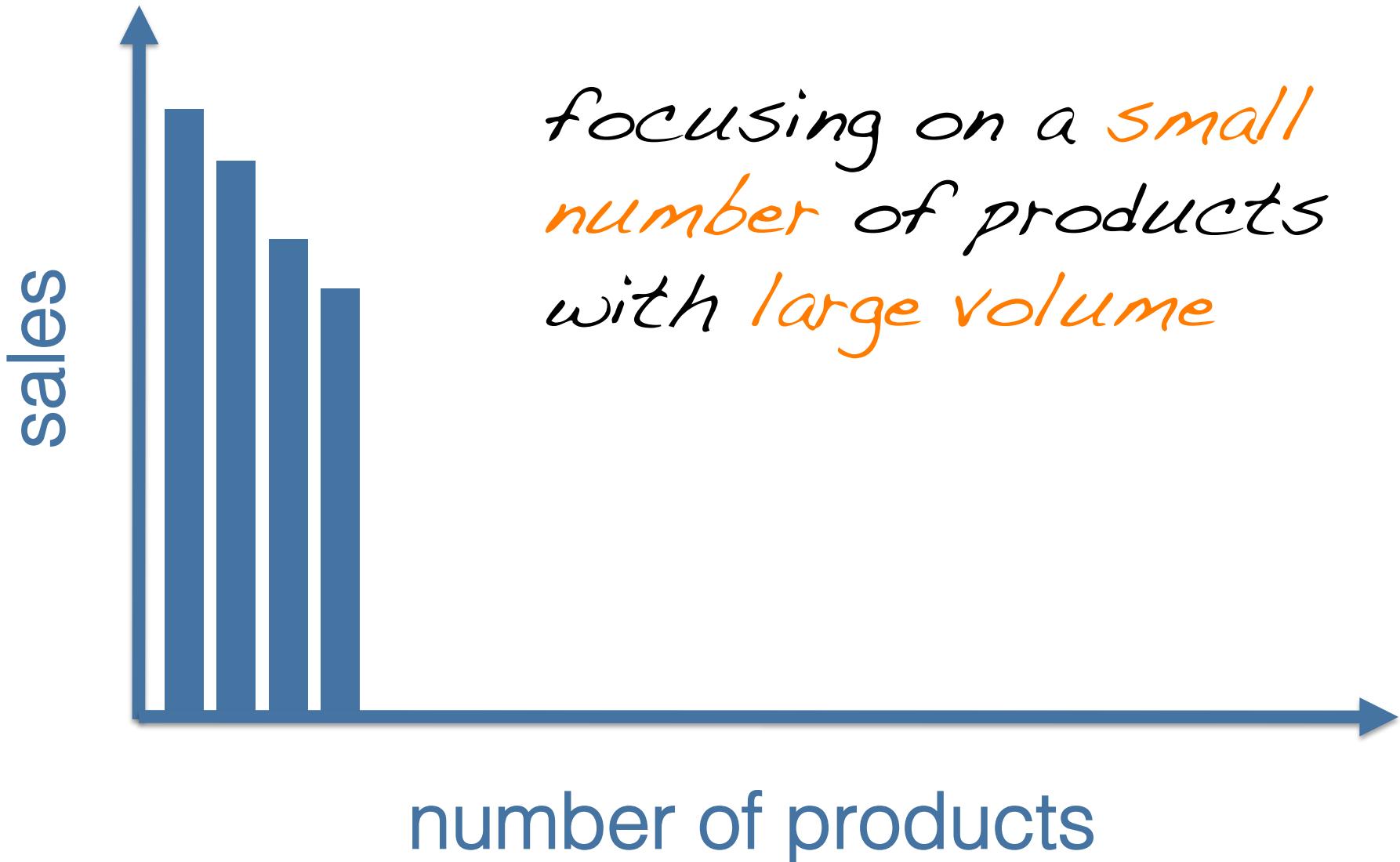
example: music
business



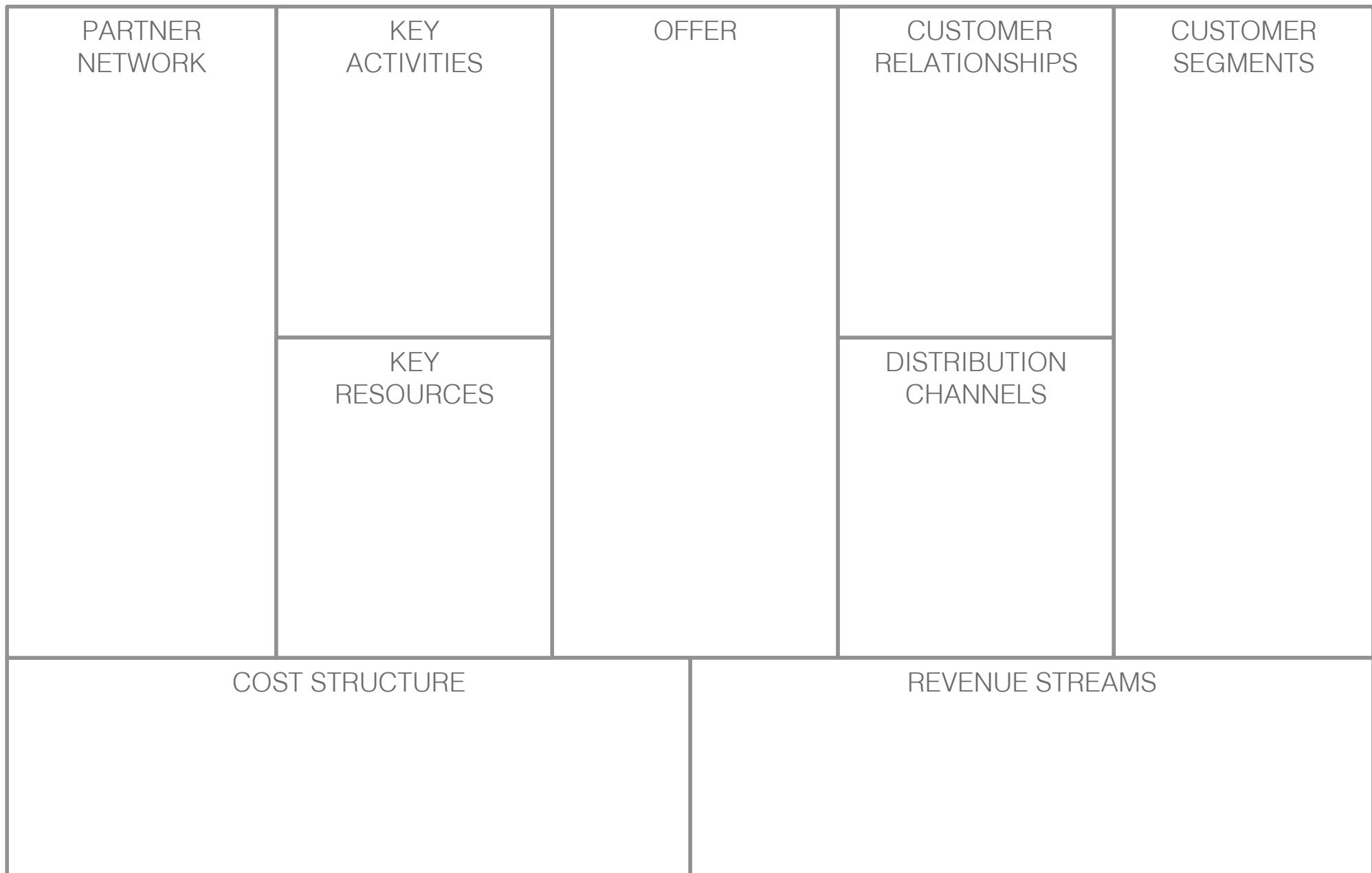


warner | music | group

warner | music | group



the business model canvas



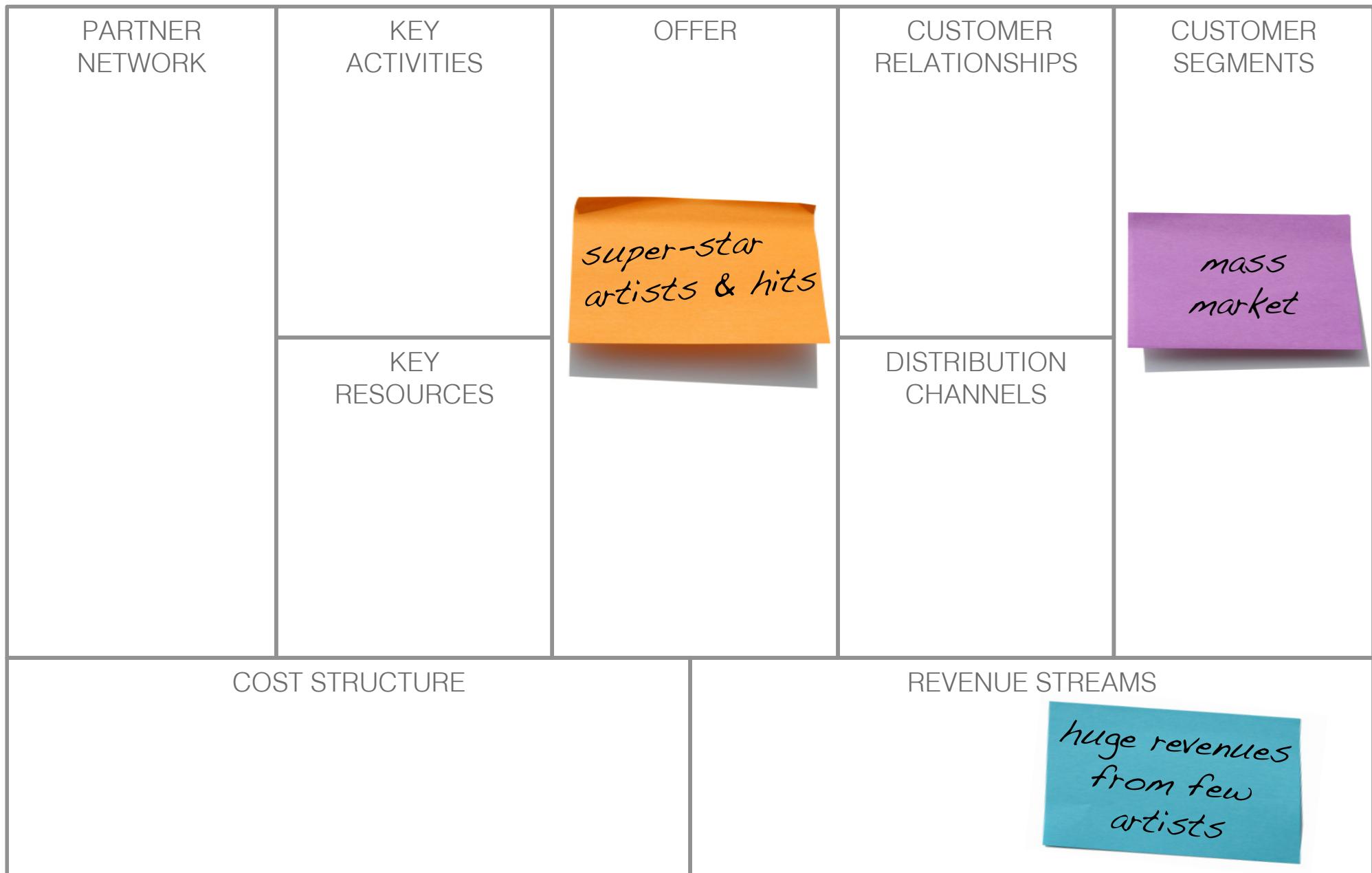
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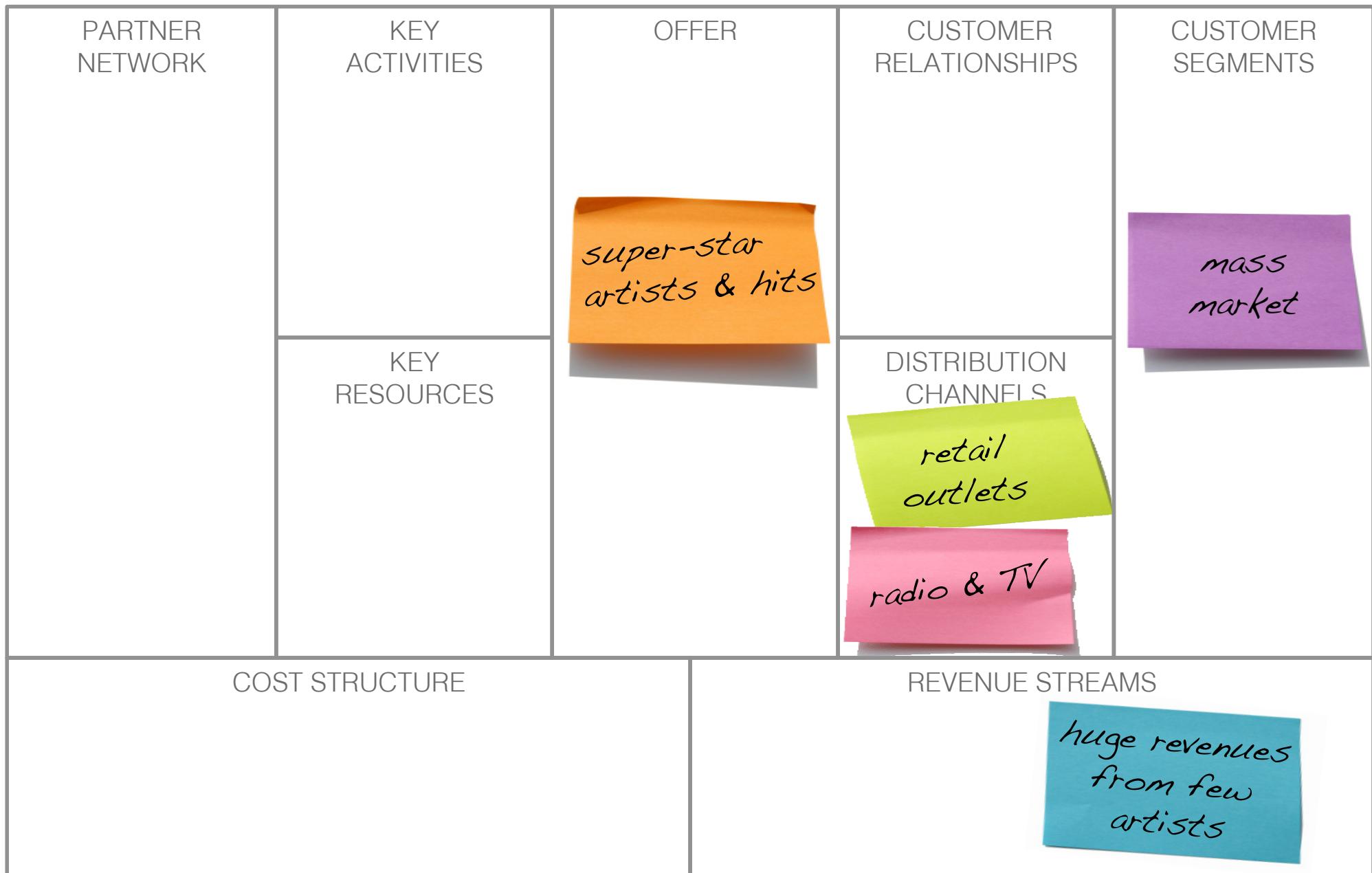
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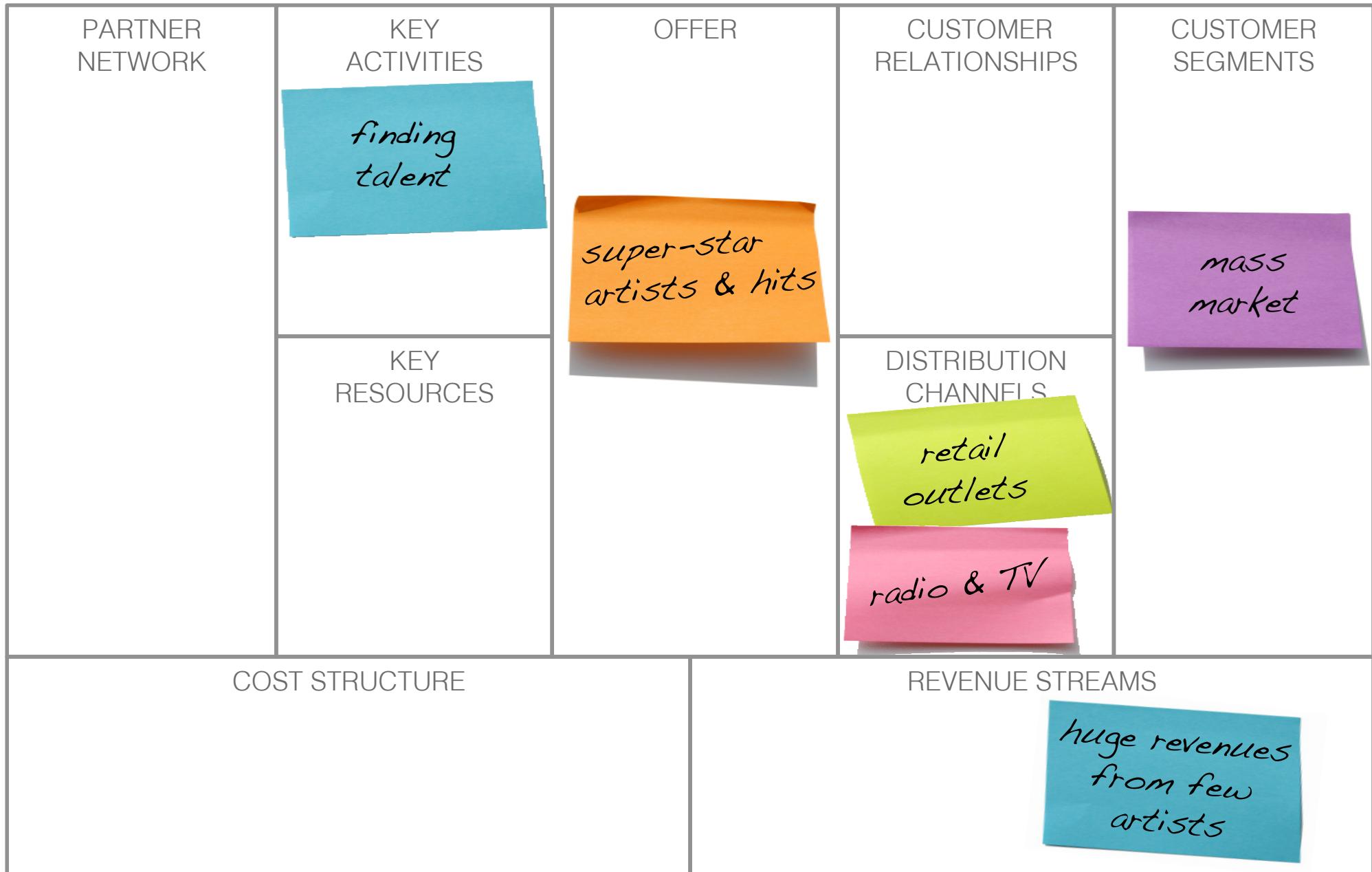
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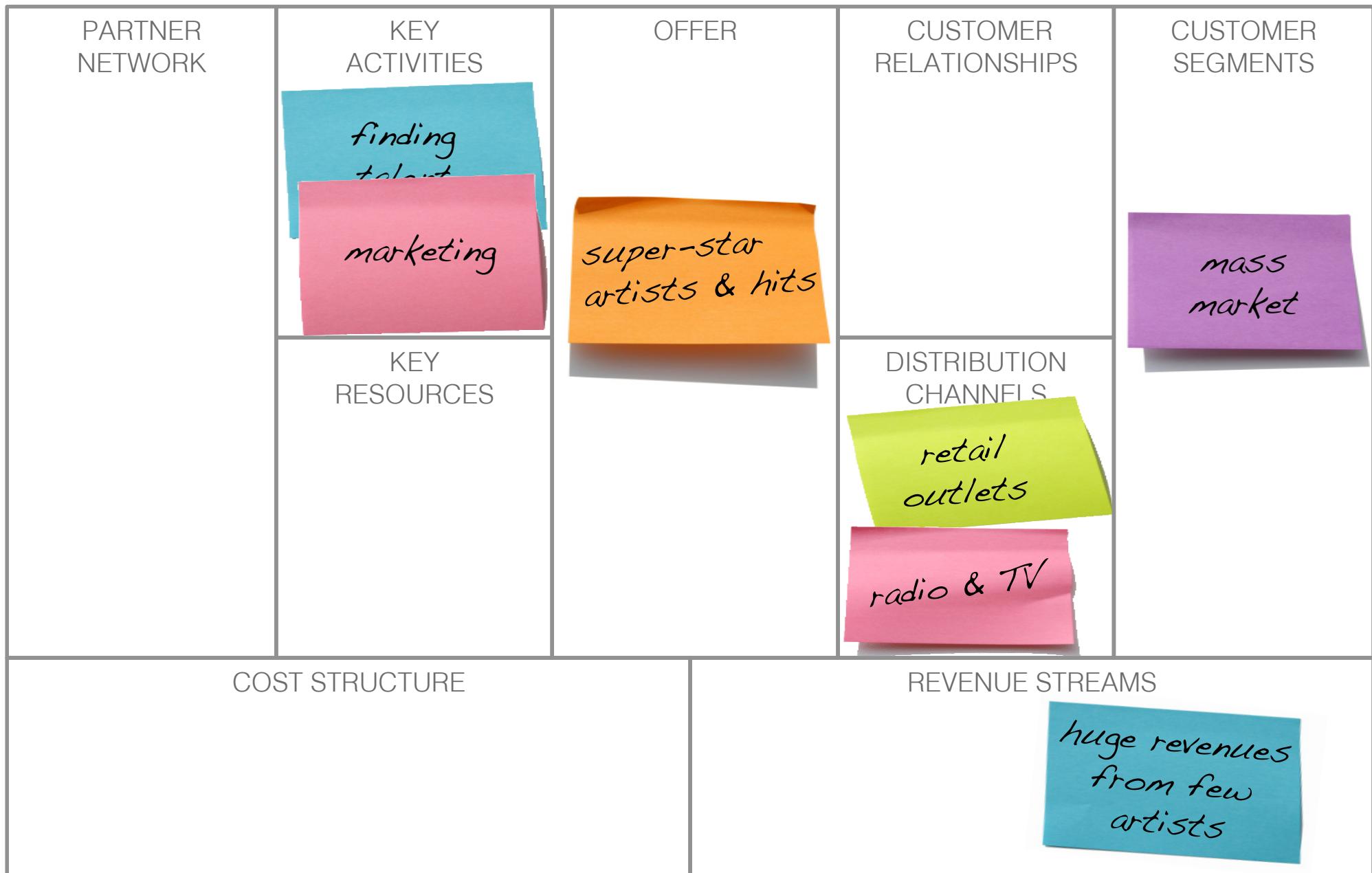
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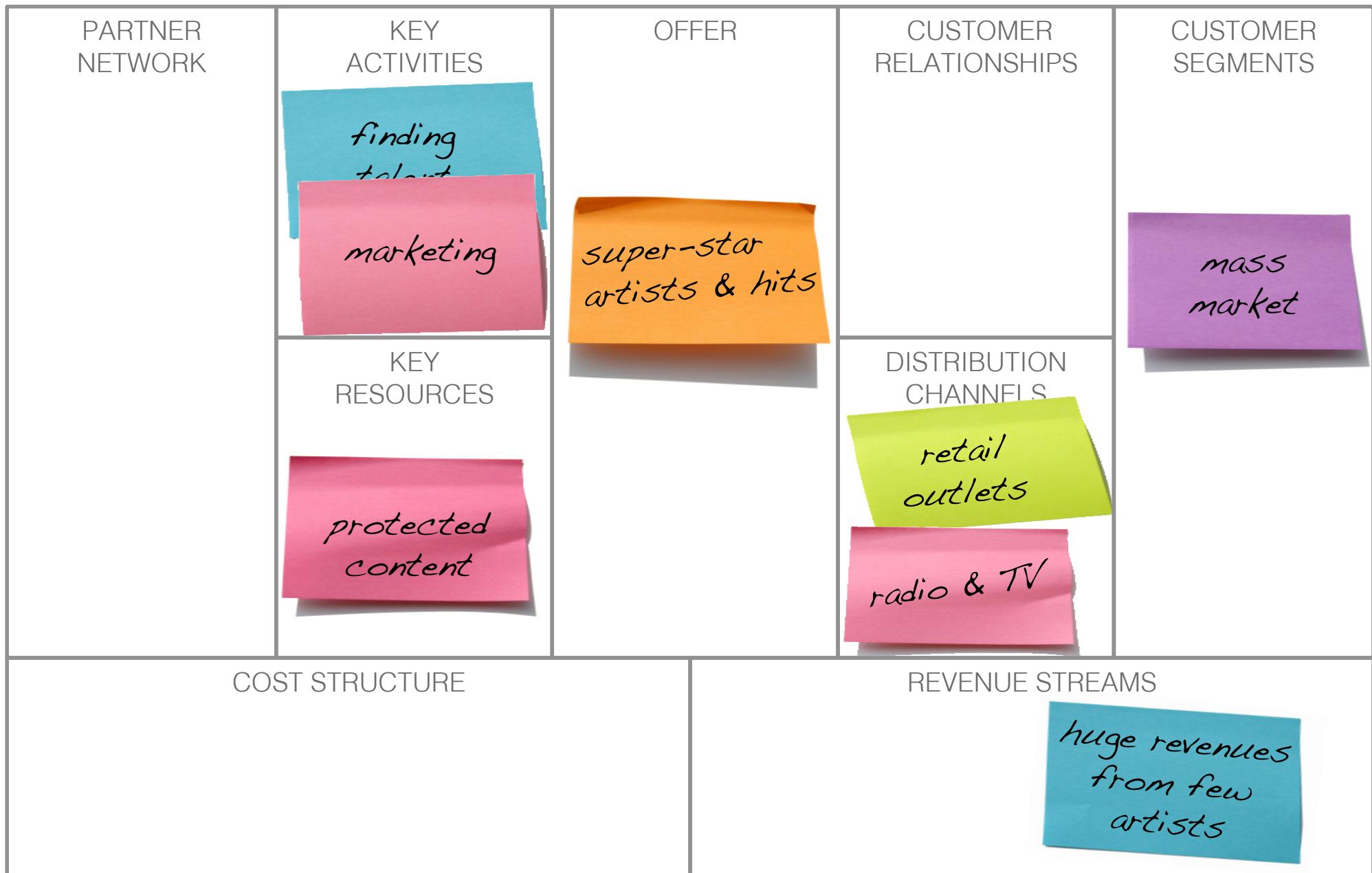
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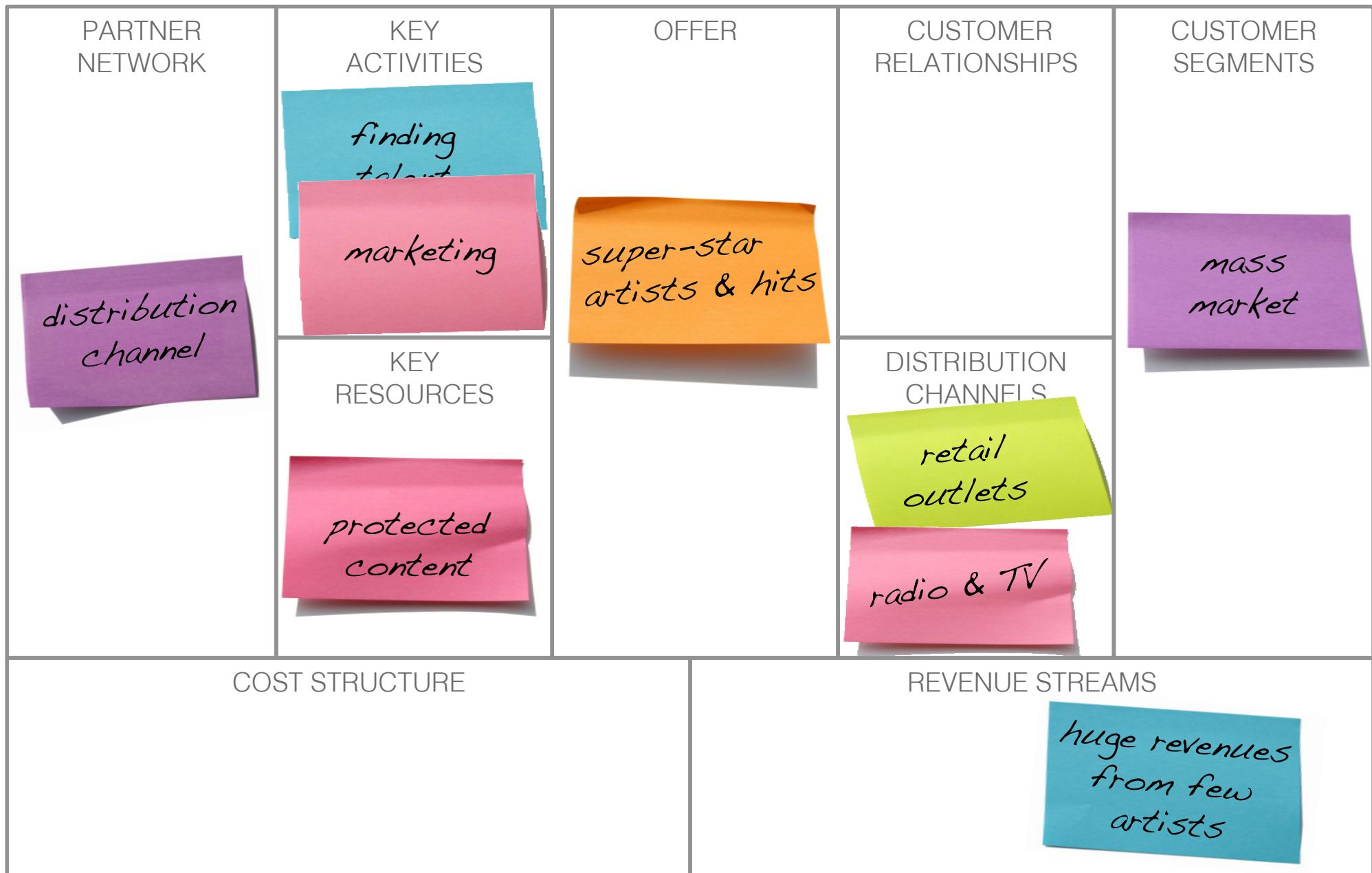
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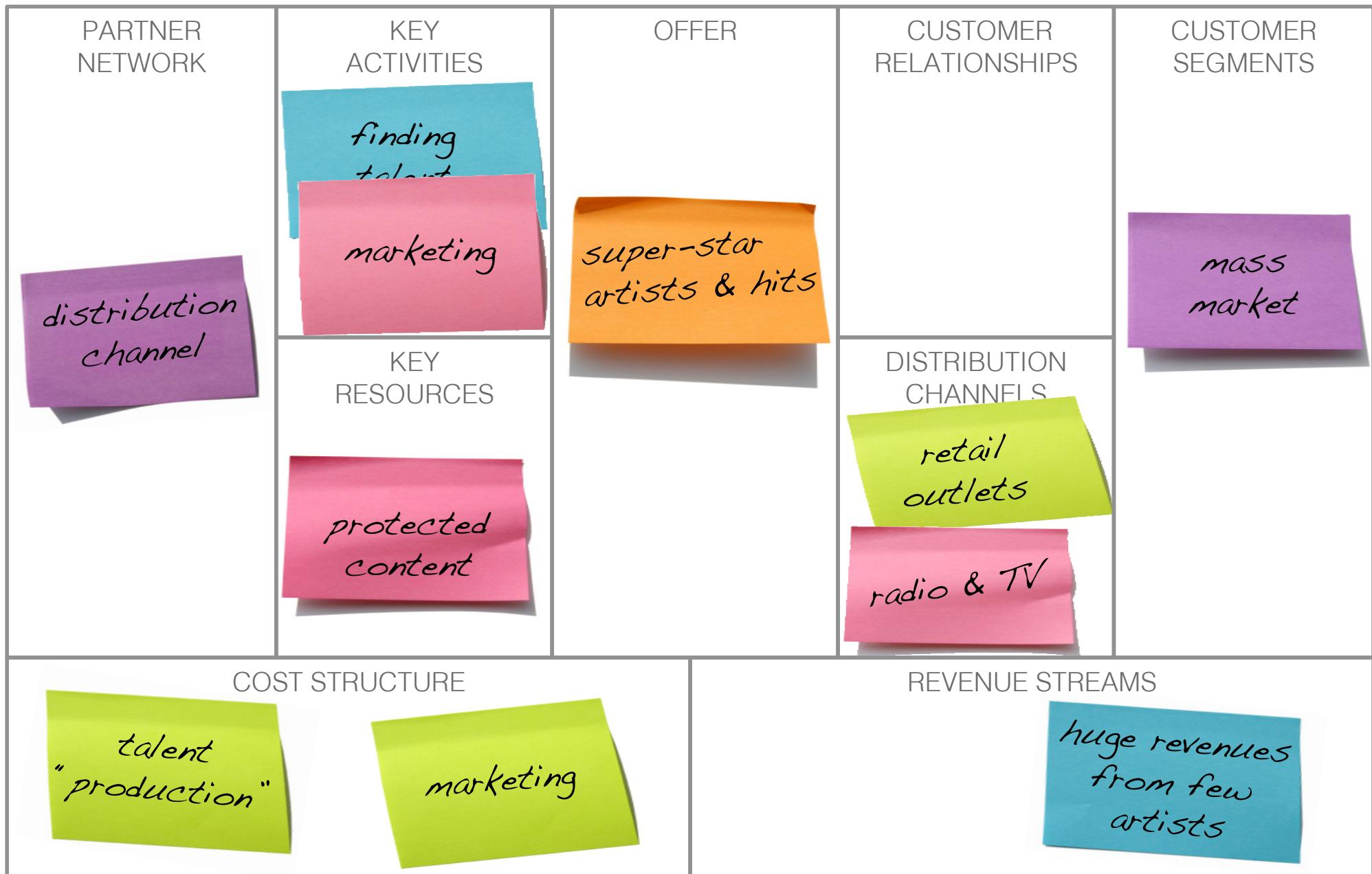
the business model canvas



the business model canvas

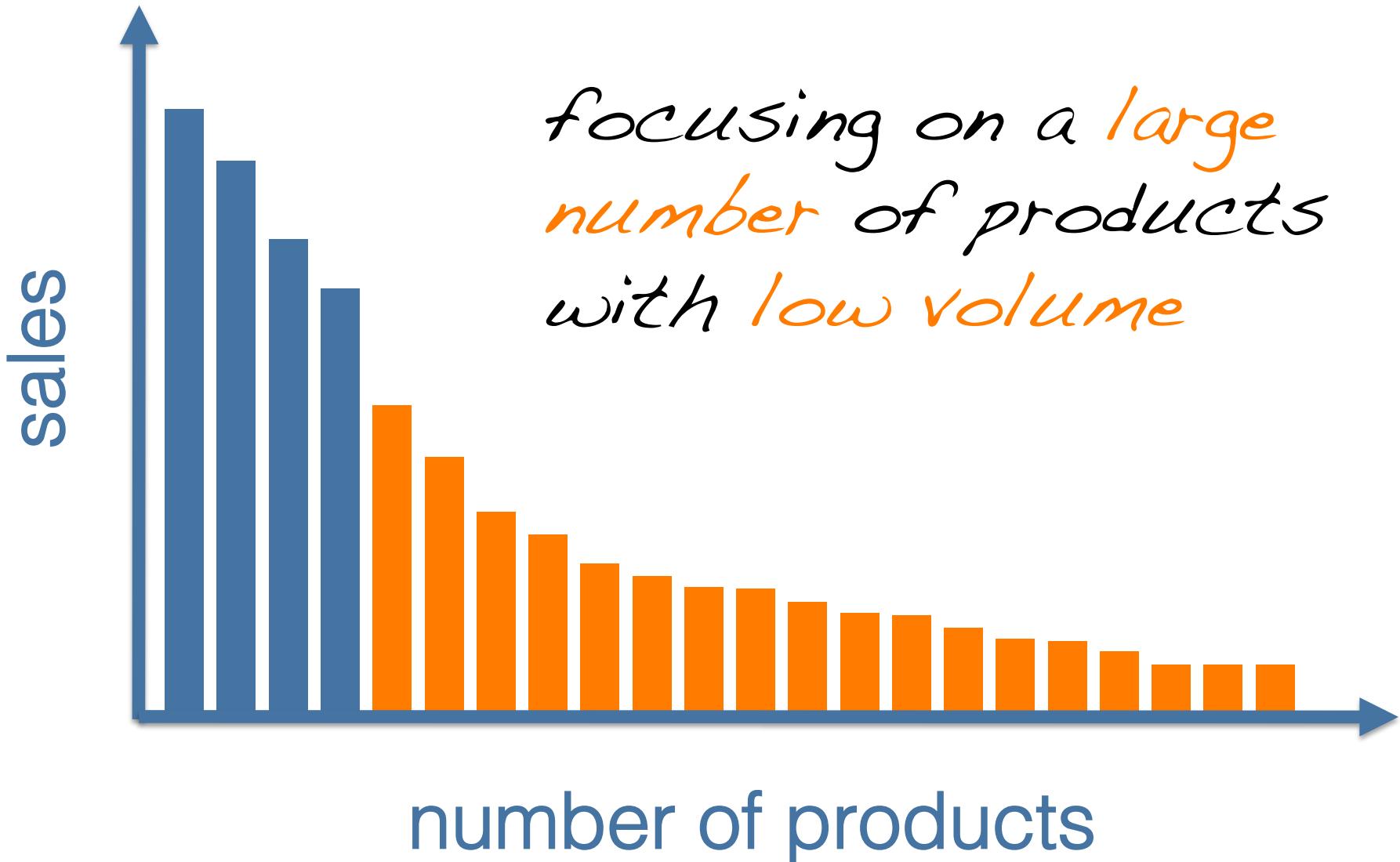


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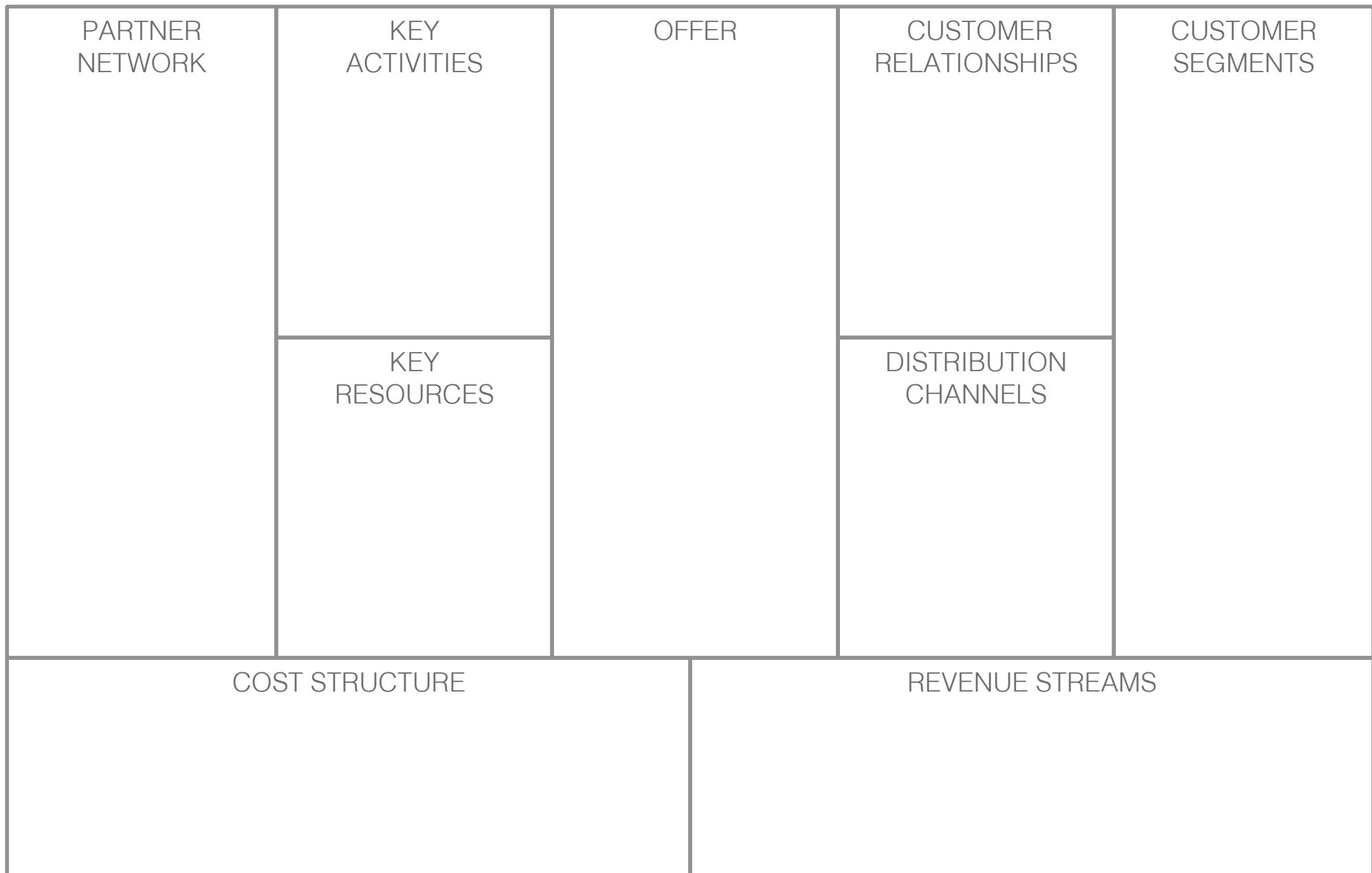


compare that to...





the business model canvas



the business model canvas



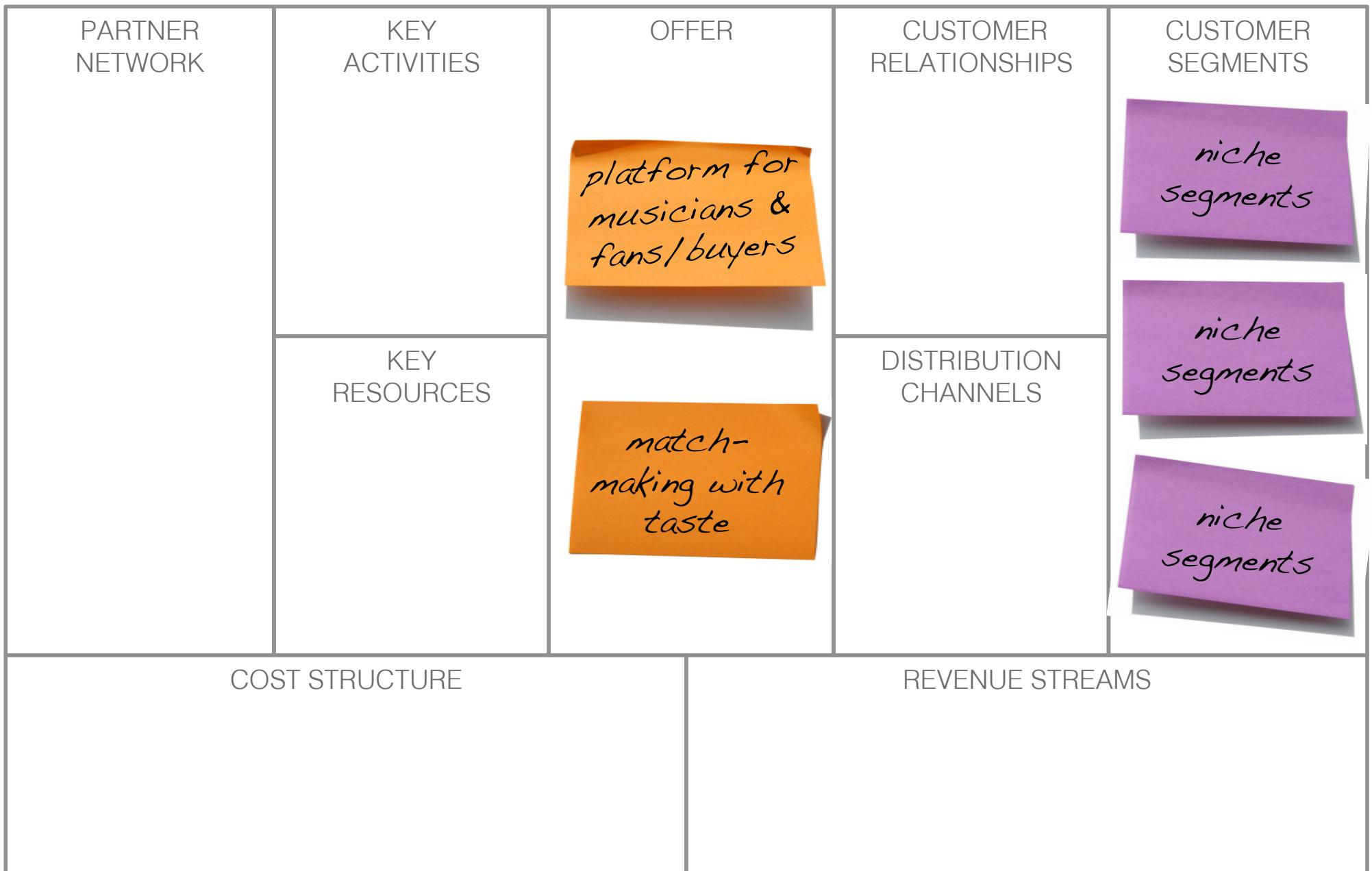
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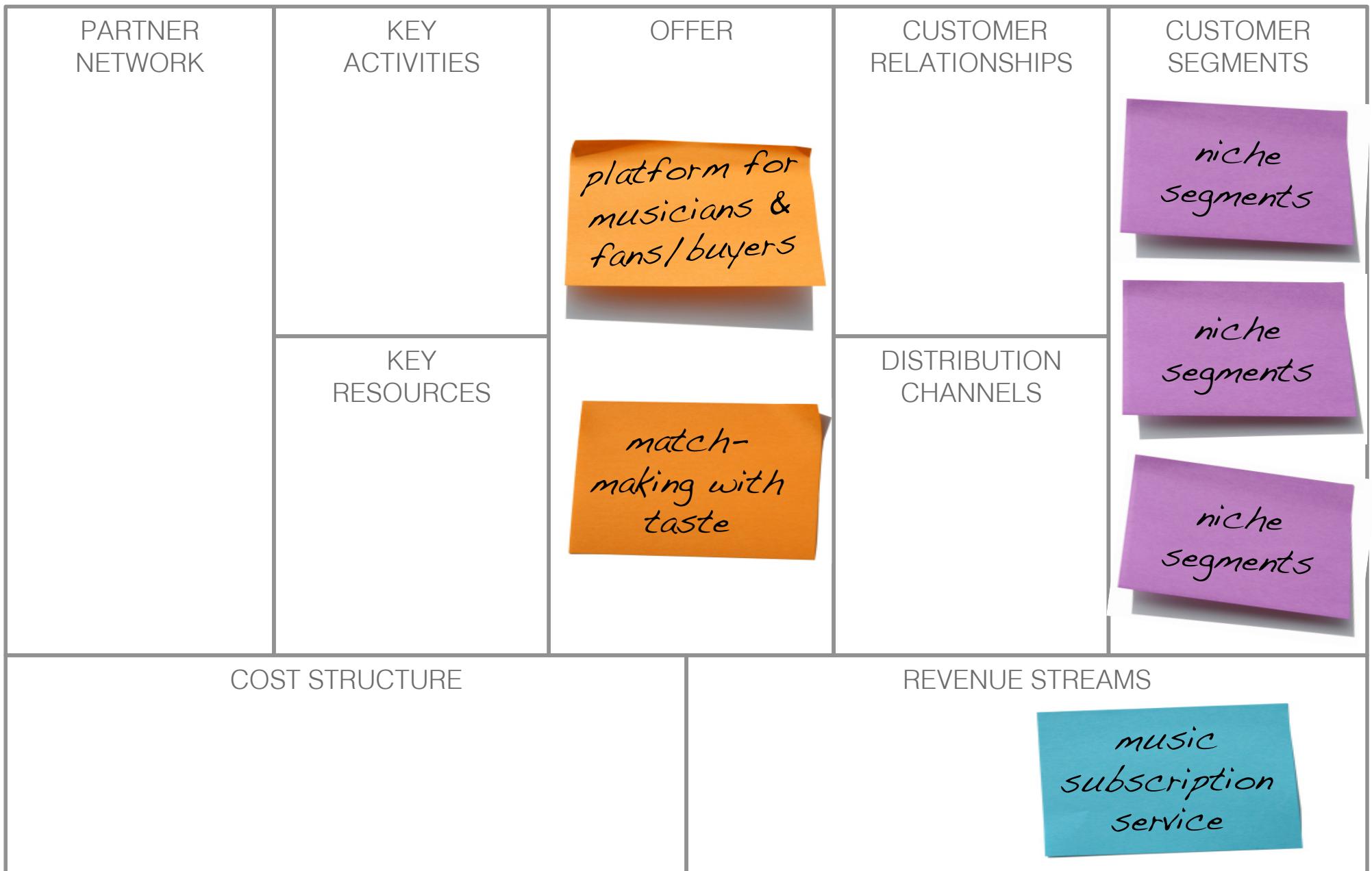
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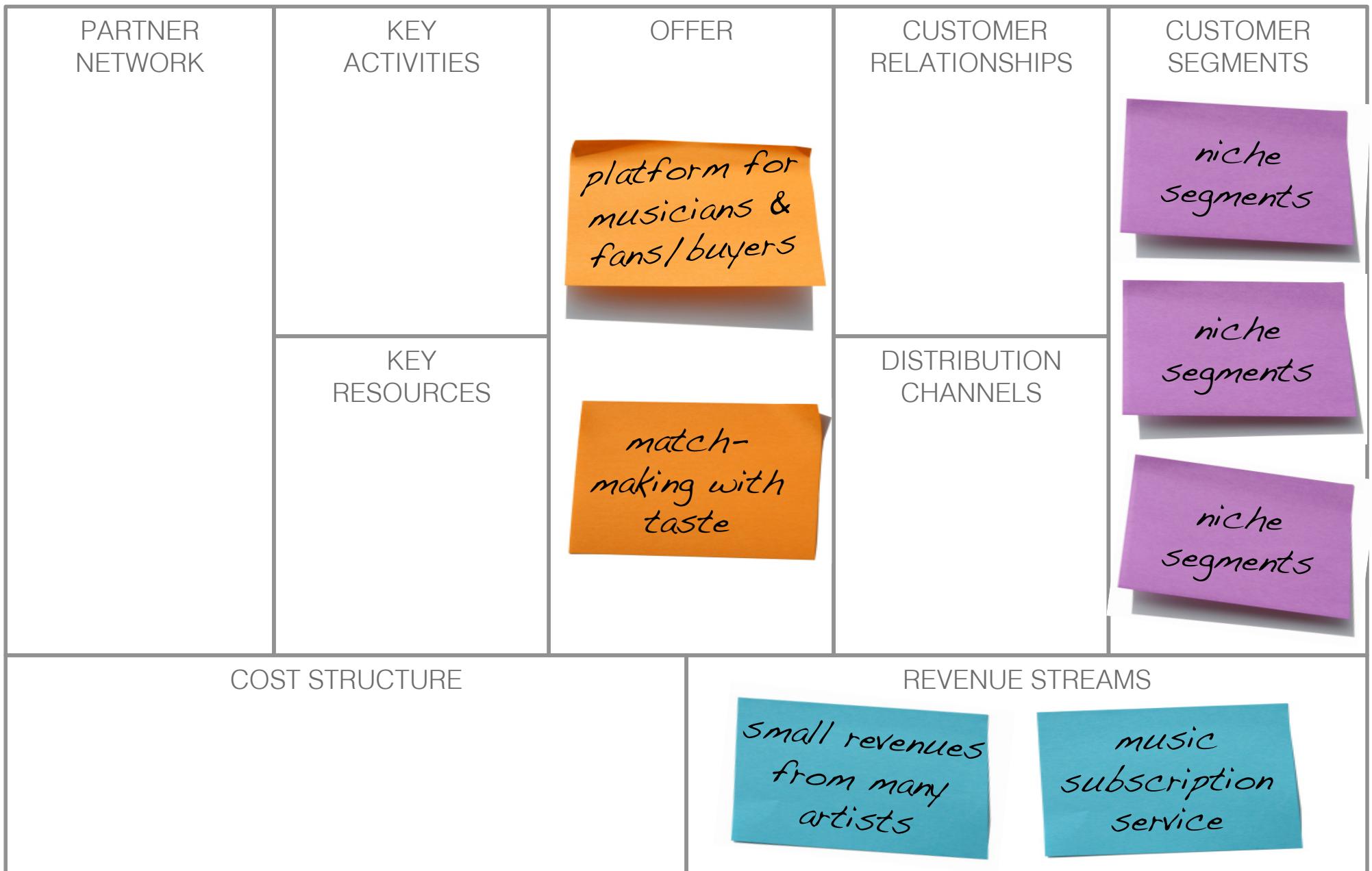
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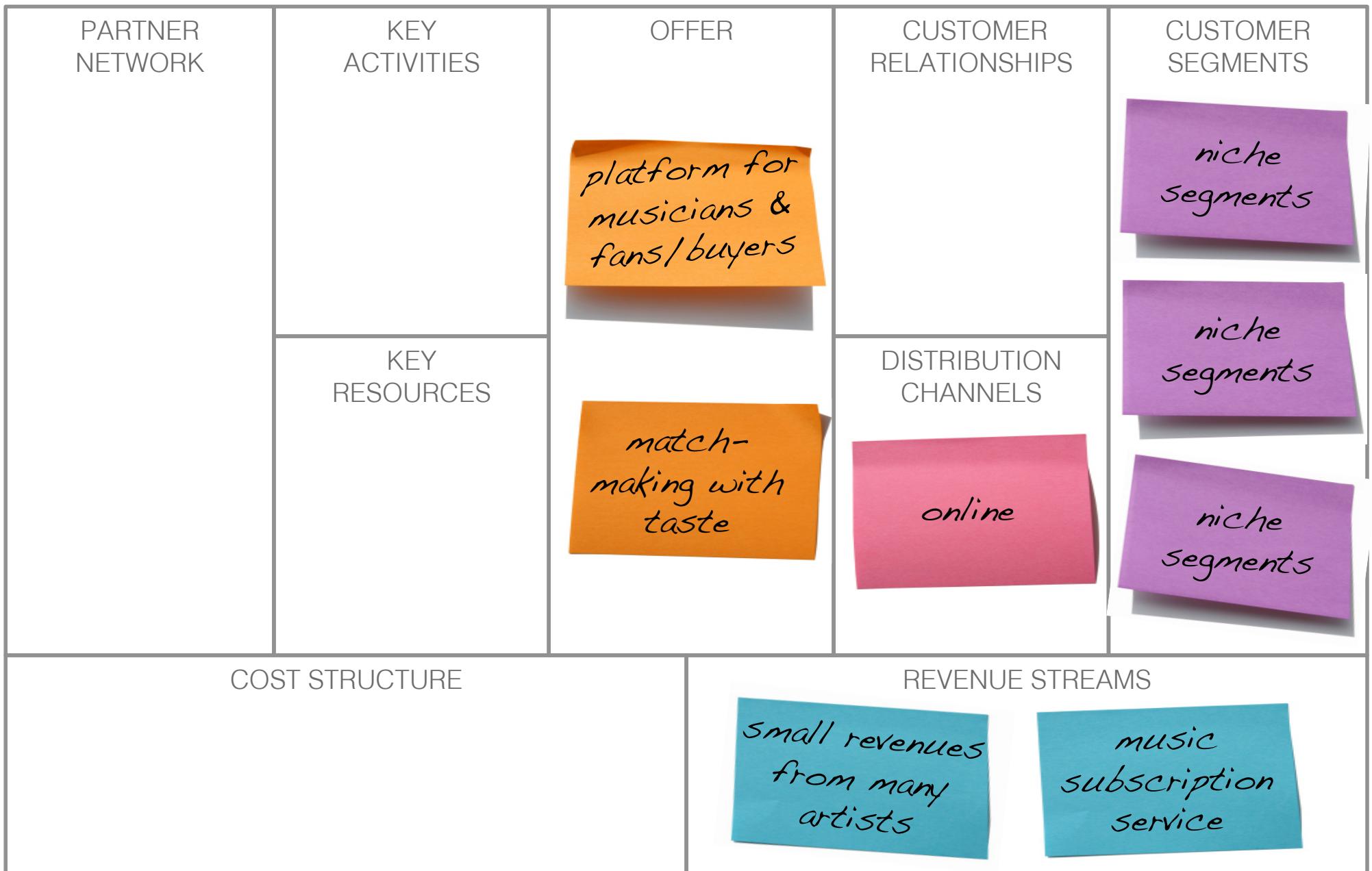
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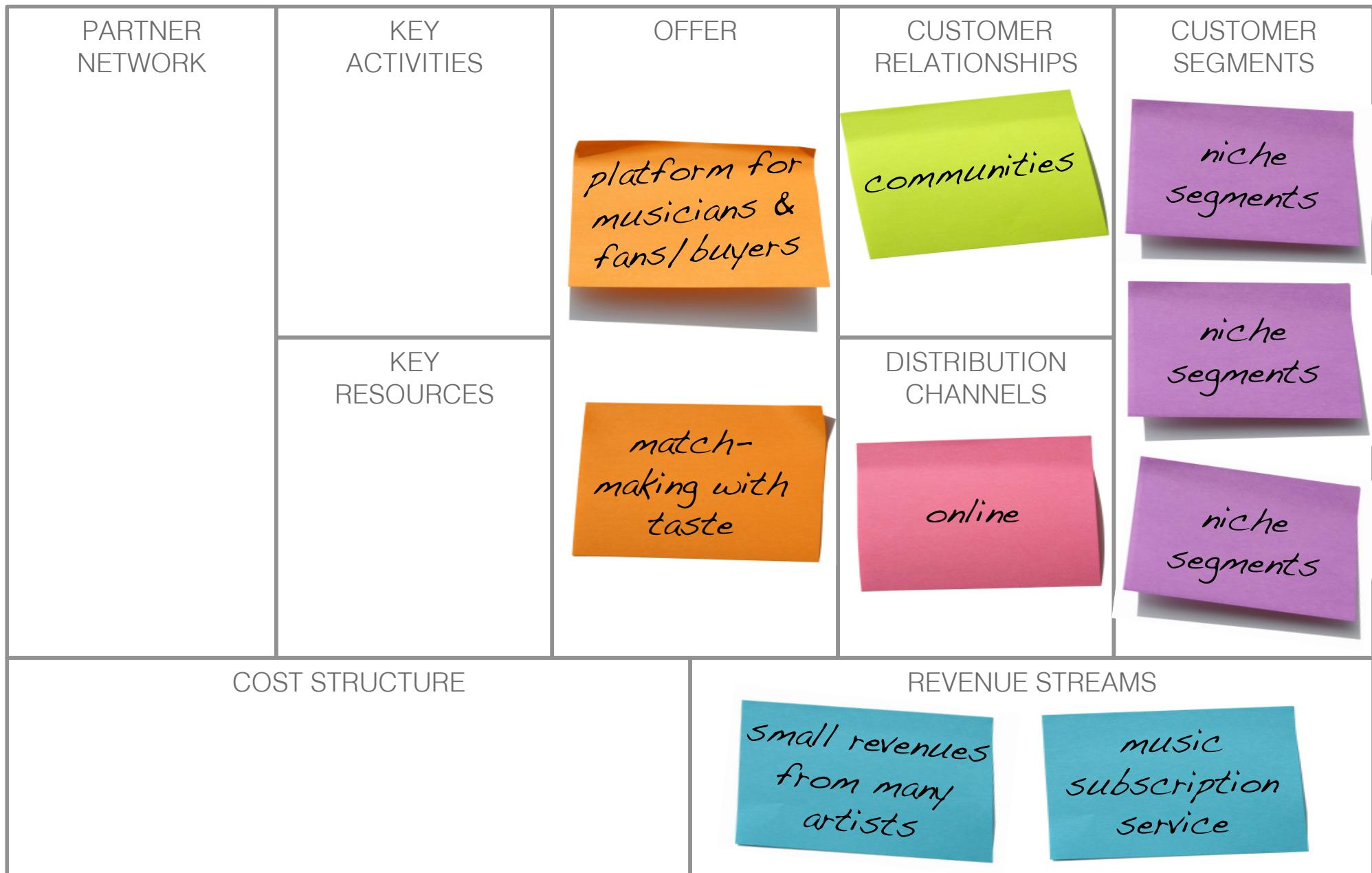
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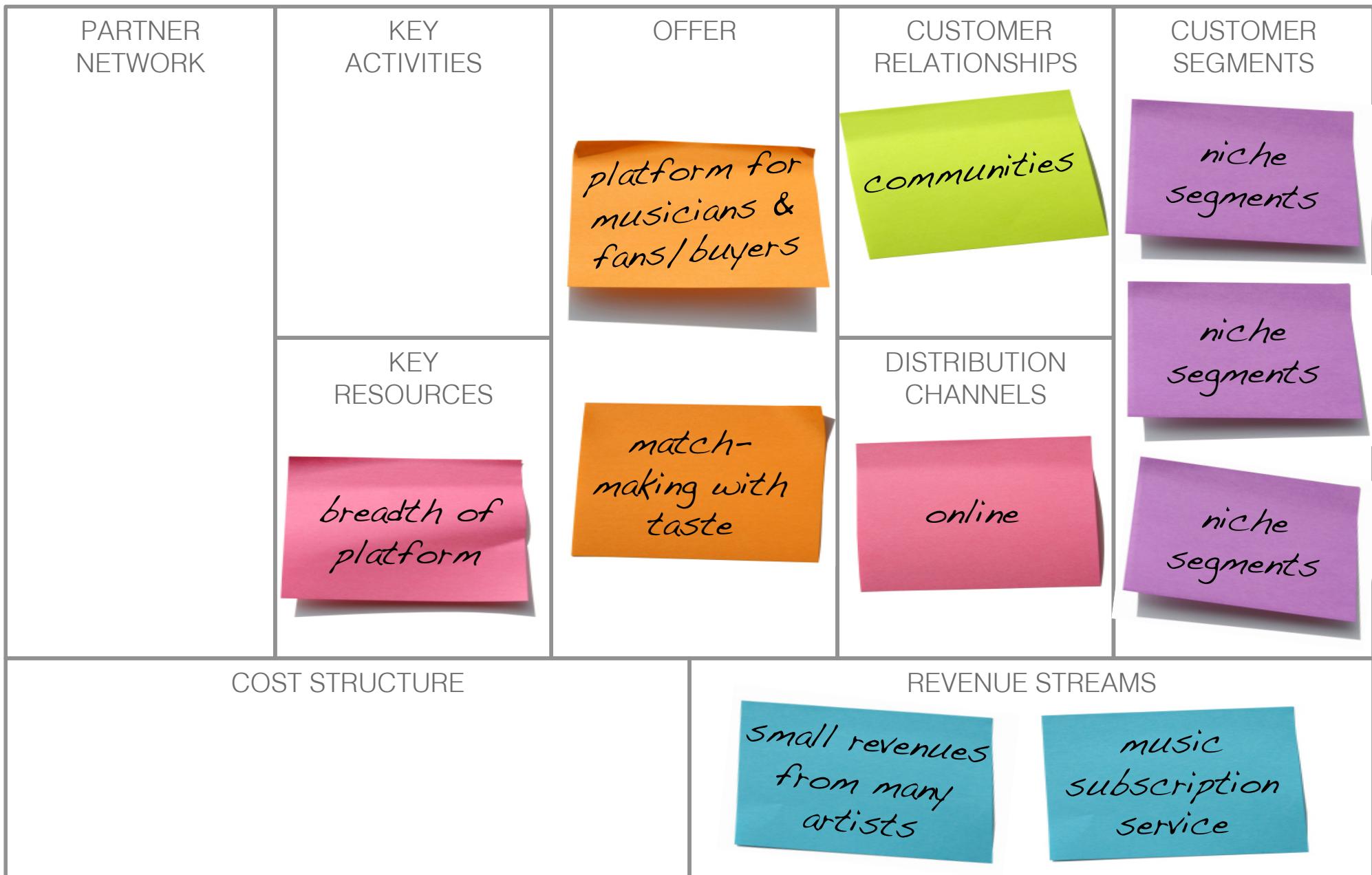
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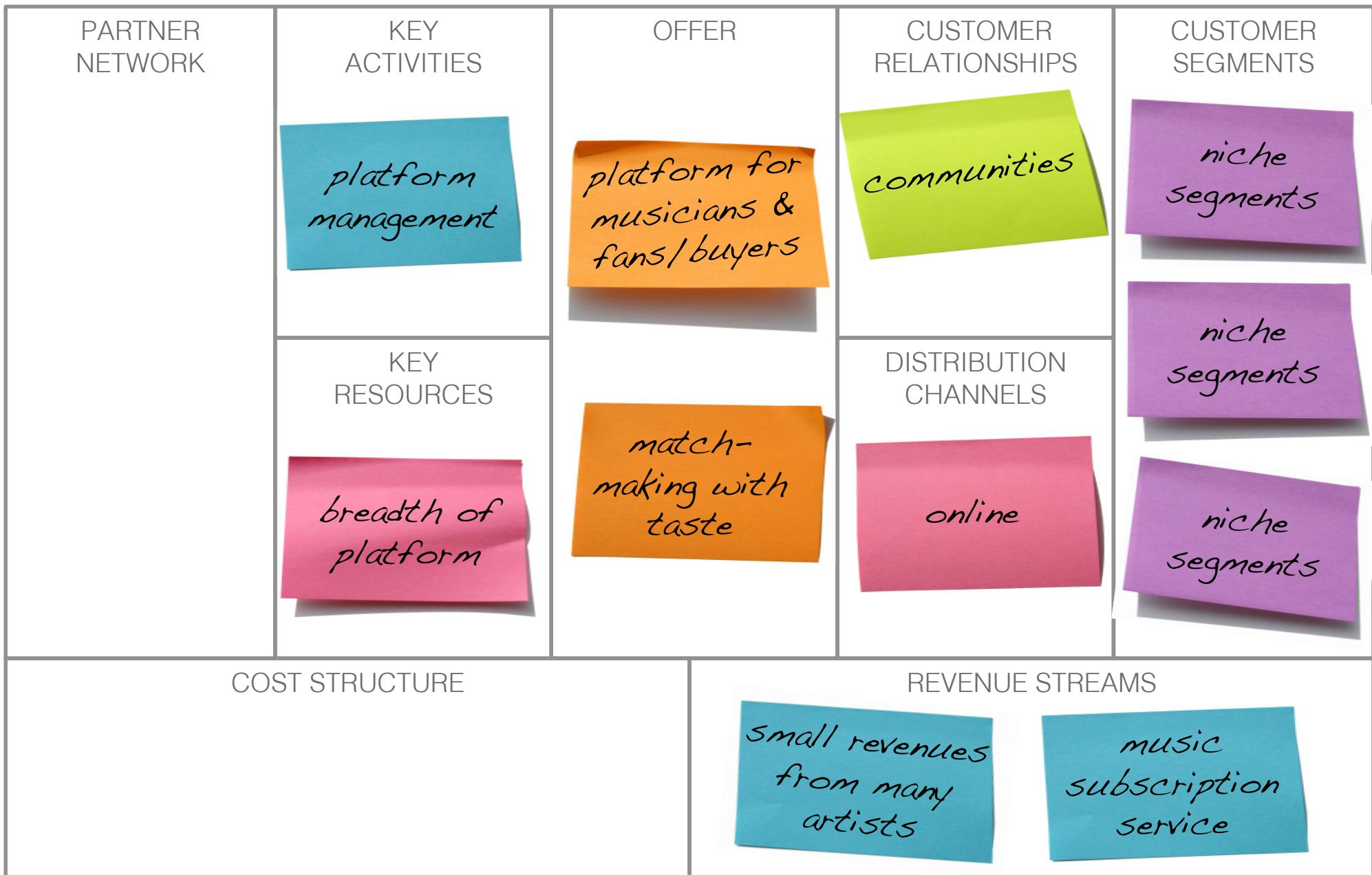
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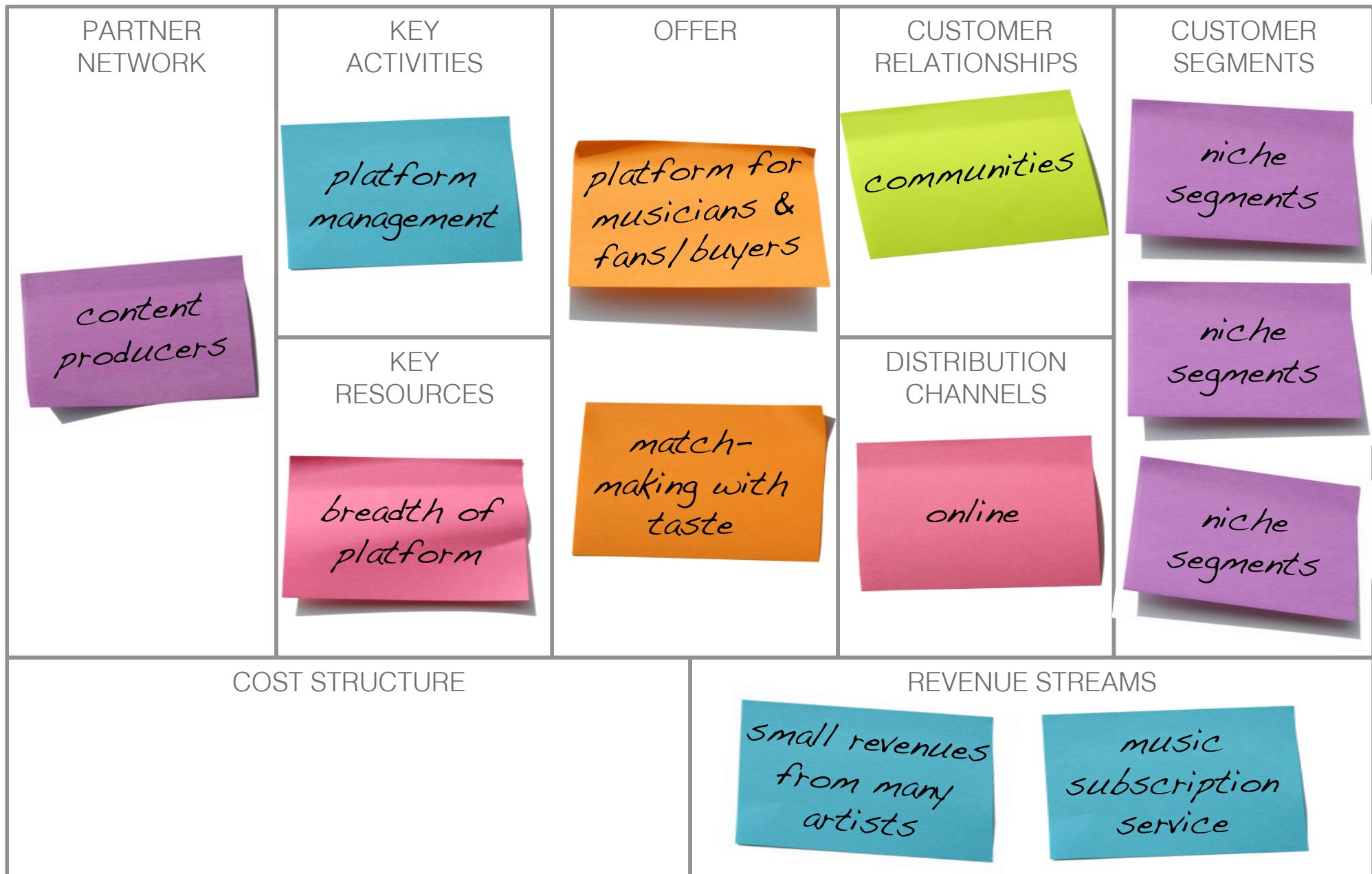
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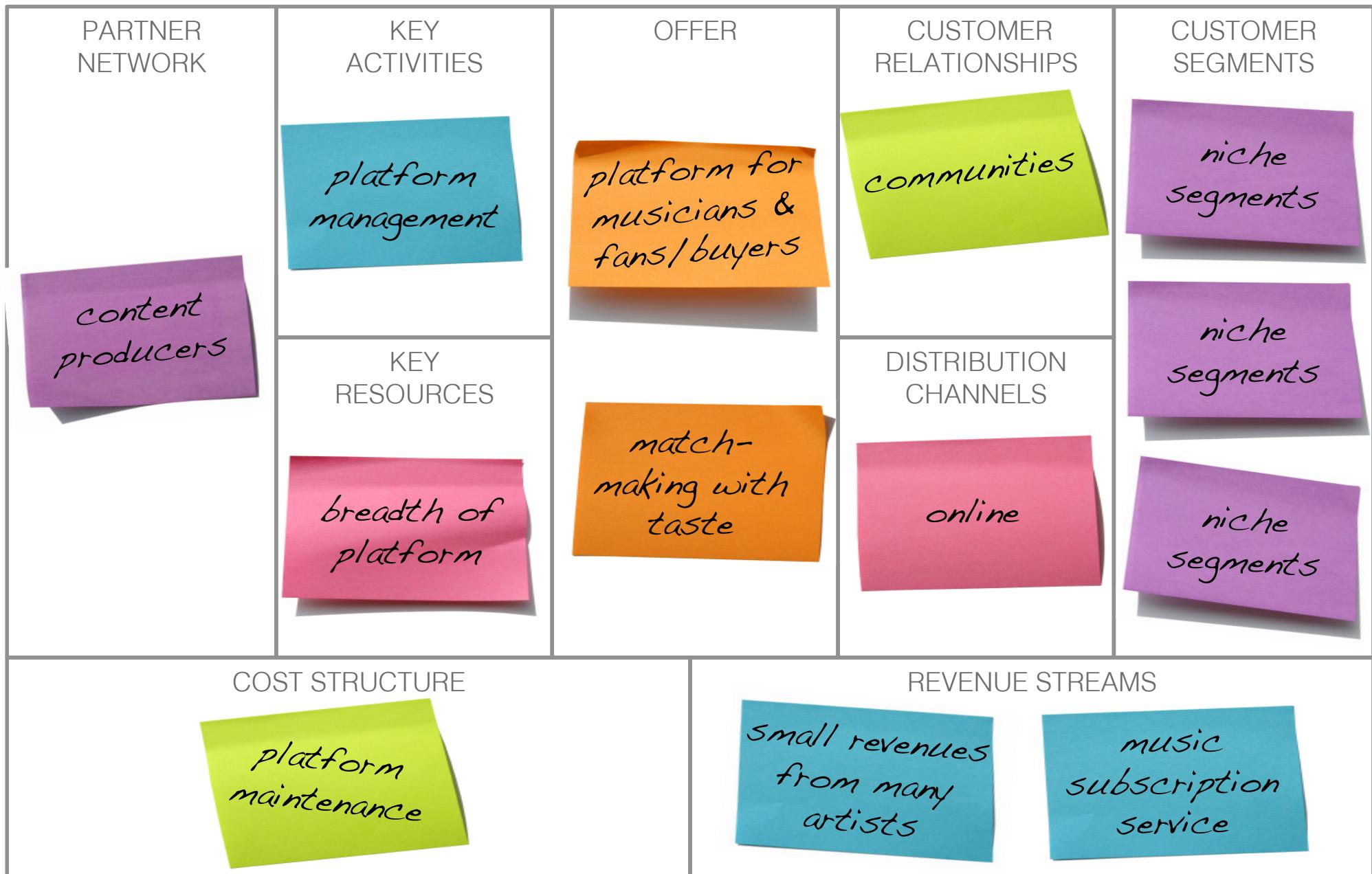
the business model canvas



the business model canvas



the business model canvas



we moved from a...

*marketing &
distribution business
for stars*

buy now



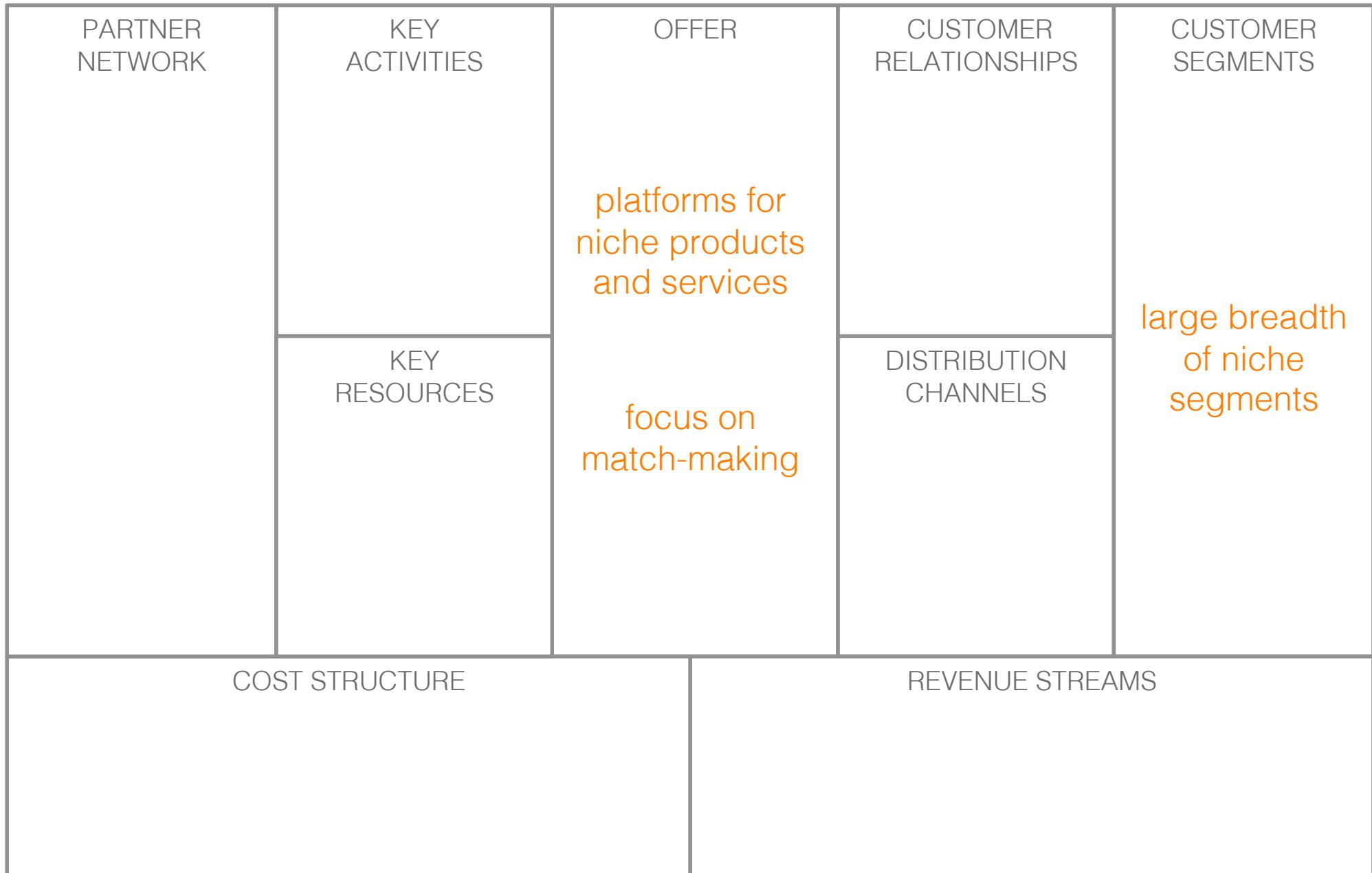
to an..



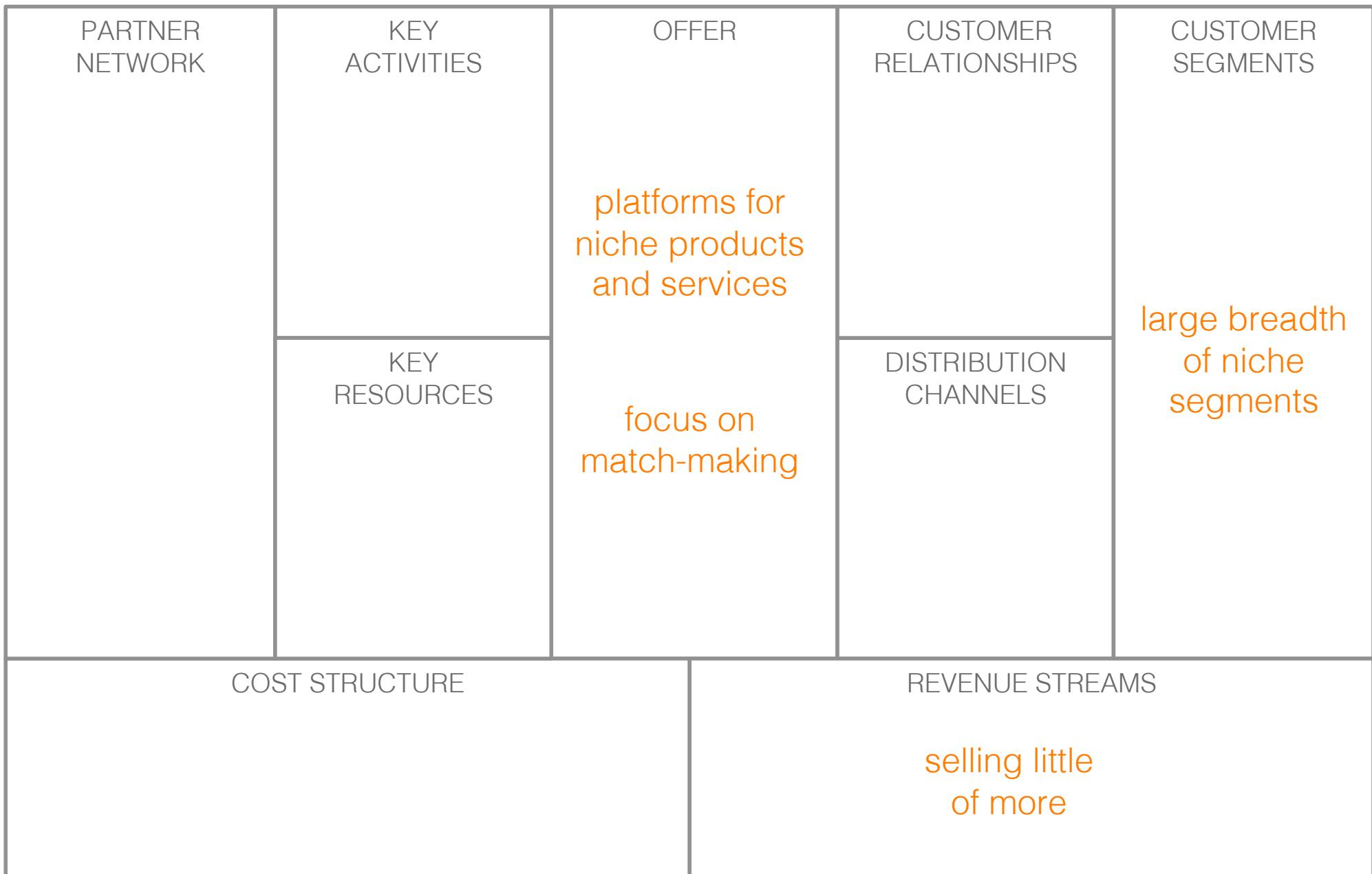
enabling and
match-making
business for new
& niche talent

so this is how a long tail
business model looks...

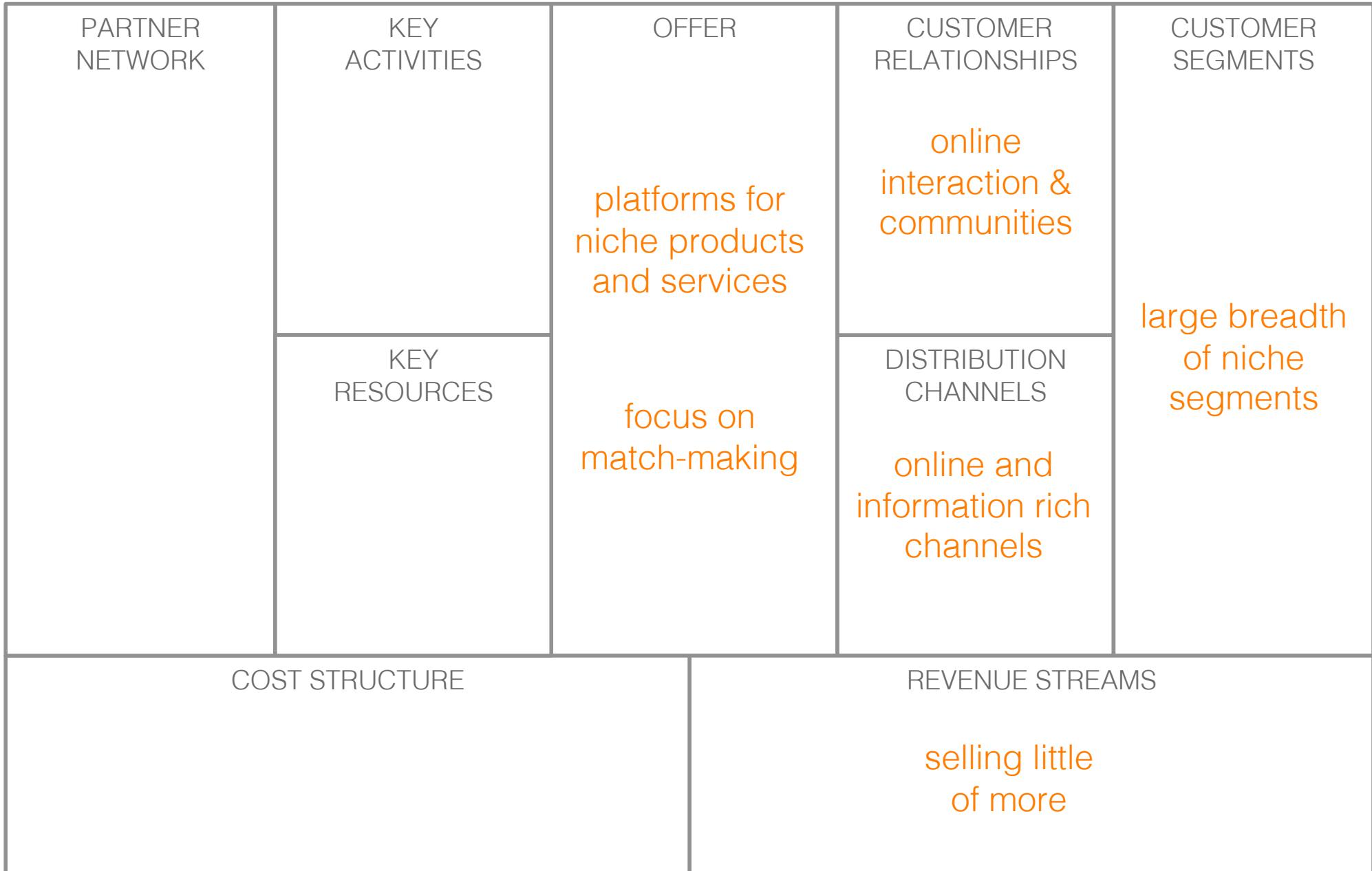
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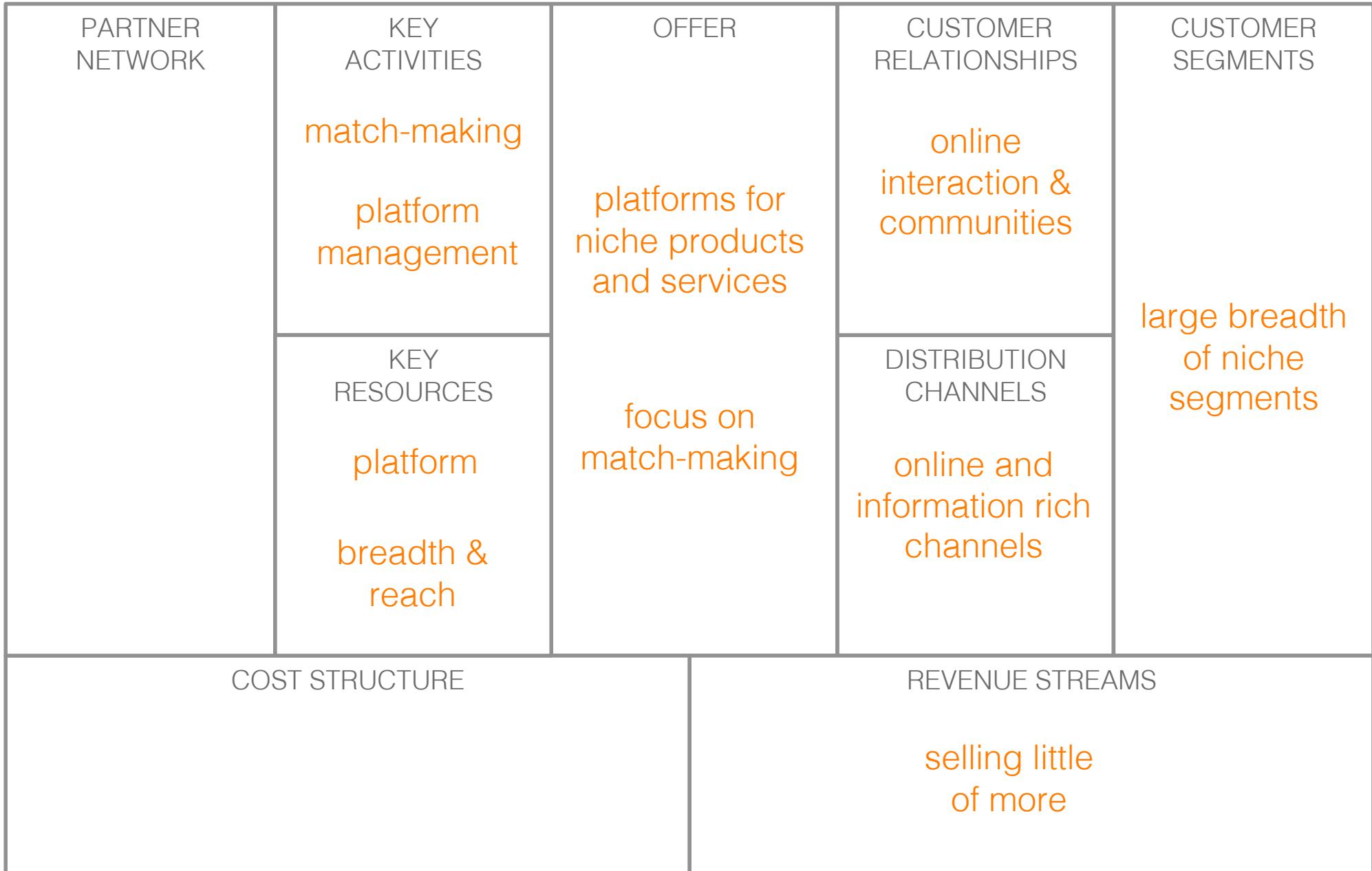
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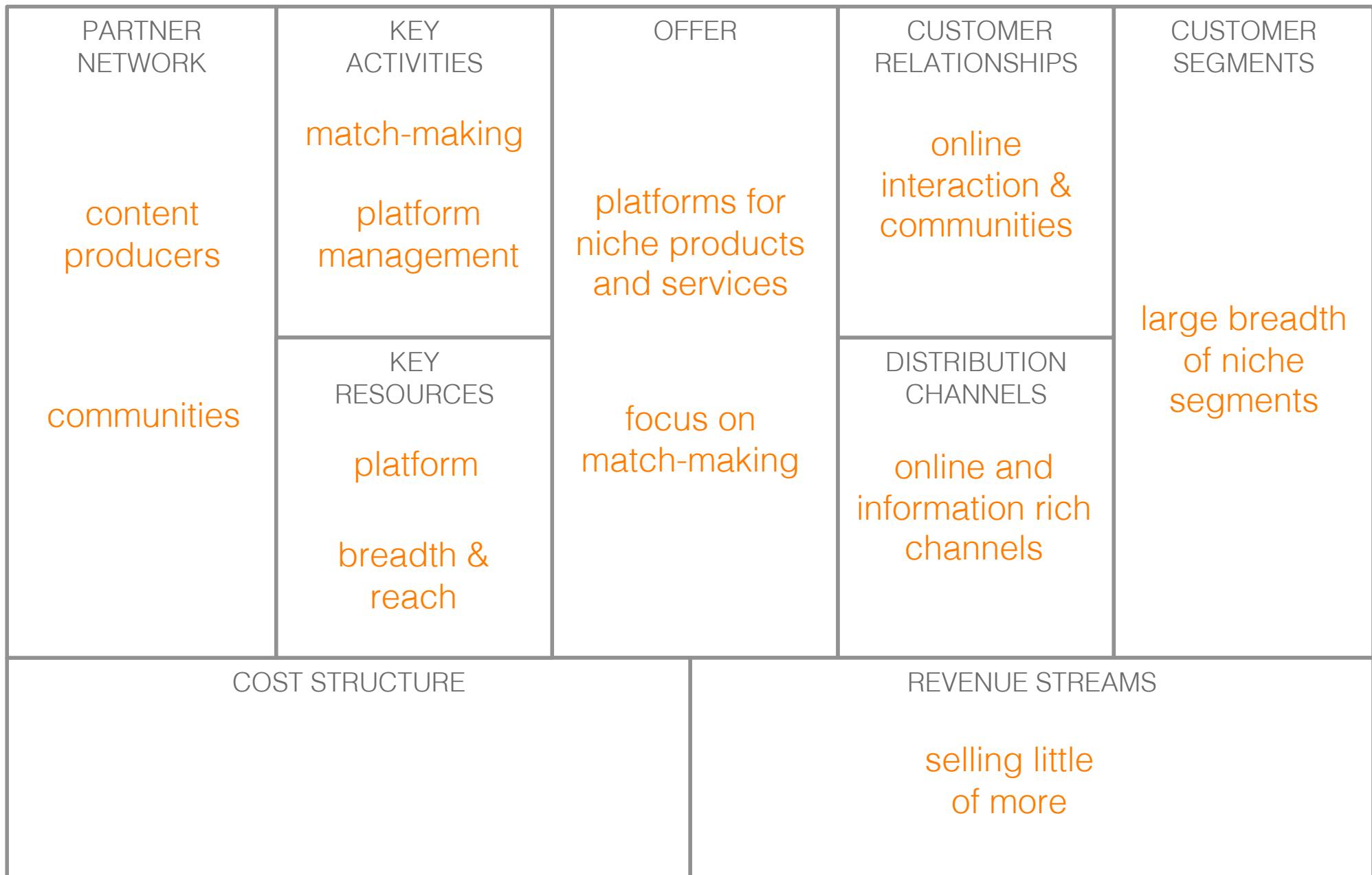
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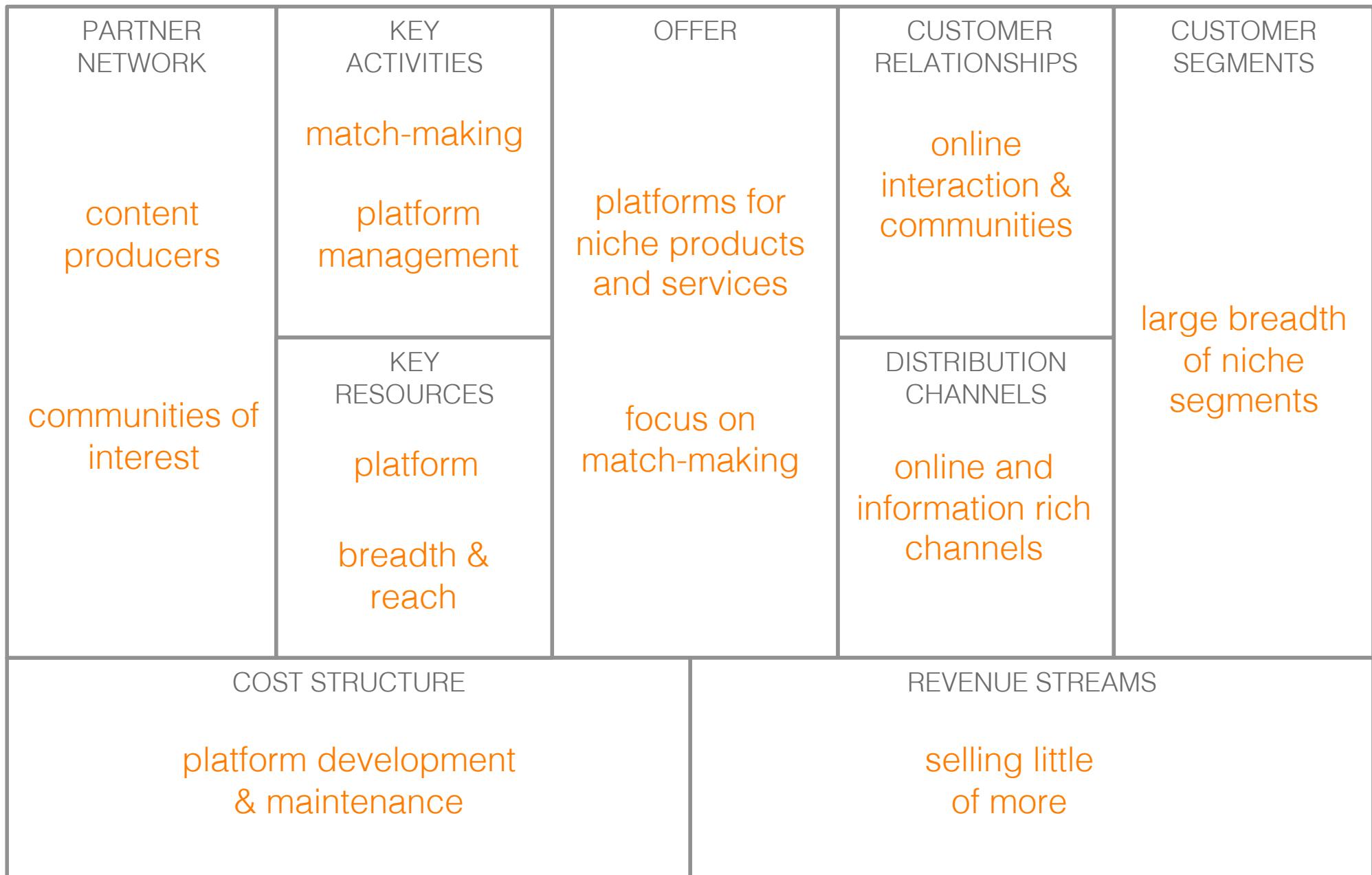
the business model canvas



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the business model canvas



thanks for
your attention

