

## Question 4

### Question 4

- a) Research the Business Model Canvas.
- b) Choose a product or service which you consumed recently and try to set out the underlying business model. Using the Business Model Canvas framework map out what value is created, for whom and how.

# Question 4 Ideas - Audible










## The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<p><b>Key Partners</b> </p> <p>Exclusive deals with key content providers (for example iTunes books)</p> <p>Leading audiobook publishers (for example BBC)</p> <p>Producers, right holders, narrators, etc.</p>	<p><b>Key Activities</b> </p> <p>Platform development/maintenance</p> <p>Content management / aggregation/production</p> <p>Legal/digital rights</p> <p>Marketing/promotion</p> <hr/> <p><b>Key Resources</b> </p> <p>Audiobooks</p> <p>Platform</p> <p>Apps</p> <p>Audible DRM protection</p> <p>Audible content production team (producers, actors)</p>	<p><b>Value Propositions</b> </p> <p>Listen to audiobooks any time anywhere</p> <p>Reduced cost of audiobooks</p> <p>Easy audiobooks distribution</p> <p>Audiobooks producer</p> <p>Other audio content / features</p> <p>Downloadable library</p>	<p><b>Customer Relationships</b> </p> <p>Access via specialised Audible applications only</p> <p>Membership</p> <p>Free content etc. weekly</p> <p>Book recommendations</p> <hr/> <p><b>Channels</b> </p> <p><a href="http://Audible.com">Audible.com</a></p> <p>Mobile apps for smartphones/tablets</p> <p>MP3 players</p> <p>Desktop applications</p> <p>Kindle devices</p> <p>iTunes Store/Amazon</p> <p>Alexa and other</p>	<p><b>Customer Segments</b> </p> <p>Book readers</p> <p>Travellers (business or travel), people who move around a lot</p> <p>Families with children</p>
<p><b>Cost Structure</b> </p> <p>Digital rights/content rights management</p> <p>Platform development/management/storage</p> <p>Distribution</p> <p>Marketing</p> <p>Employees</p>		<p><b>Revenue Streams</b> </p> <p>Monthly subscription, with credits for 1-2 audiobooks</p> <p>Regular price per audiobook (subscriber discount)</p>		



DESIGNED BY: Business Model Foundry AG  
The makers of Business Model Generation and Strategyzer

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