



New Media Canvas



Key Partnerships

Substack has started partnering with prominent writers to bring them and their audience to the platform.

As Ghost is technically a non-profit Foundation, it tends to stay away from any sort of commercial partnerships.

Given increased competition in the space (ie. Twitter acquisition of Revue), strategic partnerships will probably increase.

Key Resources

Brand, Ease of Product Use, Audience Tools

- The value of the brand and ethos of each platform is important
- Despite an array of *possible features*, ease-of-use is paramount
- Audience engagement

Key Activities

Grow Writer Base, Product Innovation

- Each platform is trying to increase the network effects by rapidly growing their base of prominent writers
- Product innovation will need to be in-sync with growth

Value Proposition

Enable writers, content creators, and new media brands to monetize their audience and build sustainable, recurring revenue streams.

- **Substack** - easy to setup Newsletter writing platform
- **Ghost** - advanced blog/media platform with built-in membership options



Customer Relationships

Writers, Journalists, Media Brands

- Engage writers, create new incentives to join platforms
- Troubleshooting via product channels, educate new customers

Channels

Digital Media, Referral, Partner Programs

- Most find out about these platforms via digital media/search
- Referrals from prominent writers carry a lot of weight
- New Partner programs

Customer Segments

Bloggers, independent media platforms,

- Bloggers were initially the main audience of full-service platforms like Ghost
- Substack attracted journalists and freelance writers who had developed a following through previous work or via social media
- Many early Independent Media companies built on platforms like Wordpress and must weigh migration costs versus benefits

Cost Structure

Platform Development - ongoing platform development/R&D, including new features and ways to increase writer revenues

Writer Acquisition - Substack offering up to \$100K for new writers to join their platform

Marketing Campaigns - differentiating brands via marketing

Revenue Streams

Substack: Take a 10% Commission from a publication's monthly subscription revenue

Ghost: Tiered Monthly Fees (\$29, \$79, \$199) depending on usage and features required

Advertising: Advertising can be bundled into publications, but it is tertiary to their business models *today*