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NEW BUSINESS MODEL FOR HEISE MEDIEN

INTRODUCTION

The industry to reimagining traditional media company is actually a problem that many organizations confront in the process of development. Heise Medien, a Germany based media company that specializes in credible journalism and multiple focused media titles faces major problems regarding how it will establish a viable business model given the changing consumer habits, revolutionary technologies, and rising competition.

AUDIENCE ENGAGEMENT

Some of these as follows: how to attract and maintain large numbers of youthful tech savvy readers in an increasingly competitive environment where there is influx of free information from other provider such as free bloggers and social sites.

TECH INTEGRATION

Use artificial intelligence and big data in delivery of content in a way that individual users find engaging and interesting.

CONCLUSION

This change strategy makes Heise Medien fit for the current competition in the market and at the same time preserves the Hheise legacy of journalistic excellence. Thus, only digital innovation, and sufficient and proper audience involvement, the company can guarantee long-term development in the media sector.

RECOMMENDATION

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