



Do you need support to analyze your media outlet's viability? This self-assessment form will help you get an overview!

Viability Assessment Map – VAM 360°

1. Problem | What are the top three issues you want to solve with your activities?



1.

2.

3.

2. Solution | What is your solution?



3. Unique Edge | Why are you the one who can solve this problem?





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4. Audience | What are the top three audience groups that you want to reach?



1.

2.

3.

5. Engagement | How do you reach and engage with your audience?



6. Viability Components



Tech and Innovation | What are the most important technological challenges you are facing?

Security | What physical and digital threats are you facing?



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Legal | What legal threats are you facing?

Organization and Business Model | What processes are in place to manage and develop your organization?

Team | What skills are the strongest in your team? What are the weakest?

Partners | Who is helping you to move forward?

Environment | What is the general political, economic, legal environment in which your organization is operating?



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7. Revenue | How do you make money? What are the most important revenue streams?



8. Costs | What do you spend your money on?



9. Success Metrics | What do you want to achieve? How will you know that you are successful?



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