



## Model of Excellence

Company:	Business Model:
<b>BusinessWire</b> San Francisco, California <a href="http://www.businesswire.com">www.businesswire.com</a>	Advertising and Transaction Supported: Fully Paid

### Overview of General Business Model Characteristics

**The Advertising and Transaction Supported: Fully Paid** business model is a traditional one, though it is as challenging to implement online as in print. That's because all content is paid, so achieving a reasonable level of comprehensiveness – “critical mass” - is the big challenge to success. For those that attain it, this model provides a strong revenue stream, and leaves little room for competitors.

### Models of Excellence Benchmarks

**BusinessWire** is in the business of distribution: moving press releases from companies and organizations (its members) to the media. Prior to the Internet, that meant using mail, fax and teletype machines to get press releases to their destination. In a Web based world, there are many more options for free and easy distribution of news, meaning **BusinessWire** had to offer a variety of new features and capabilities and to partner with other content providers to preserve its core value proposition. Some of its innovations:

- An ambitious *Global Media Database* that allows members to identify and contact journalists directly
- Filtered push-delivery of news releases to journalists via email
- Sophisticated performance reporting that lets members see what outlets picked up their press releases
- A disclosure service that lets public companies file required reports with the SEC while simultaneously distributing the same information as news
- Content partnerships with Thomson Financial/First Call and Reuters

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