



Digital Transformation Assessment

Dystopia Daily





Digital Transformation Assessment

Dystopia Daily

This report for Dystopia Daily is based on completion of the RNTC Digital Transformation Assessment by Commander Data (Audience Development), accompanied by colleagues in the following roles: Business Development, Community Management, Editorial, Finance, Grant Management, Human Resources, Organisational Leadership, Technology Management, Production.

Launched 2-5 years ago, Dystopia Daily is a national, privately owned media outlet focused on Belarus with operations in exile, and its digital distribution channel with the greatest reach is <https://dystopiadaily.com>.

With its gender-diverse team of 17 Full-Time Equivalent staff, Dystopia Daily publishes more features/investigations than breaking/hard news across digital and legacy distribution channels.

Dystopia Daily publishes content in: Belarusian, Breton, Aymara

This report offers insights and benchmarks on six pillars of organisational design - **Strategy, Structure, Processes, Rewards, People** and **Processes** - along with overall scores for **current performance** and **digital transformation readiness**. We recommend taking the assessment once per year or when there are significant changes internally or in your media outlet's operating environment.

In this report, your results are anonymously compared to 21 valid responses.



RNTC's comprehensive range of consulting, training and mentoring services - designed for the digital transformation and financial viability of independent media - are referenced in sections of this report. Learn more at rntc.com.



Digital Transformation Assessment

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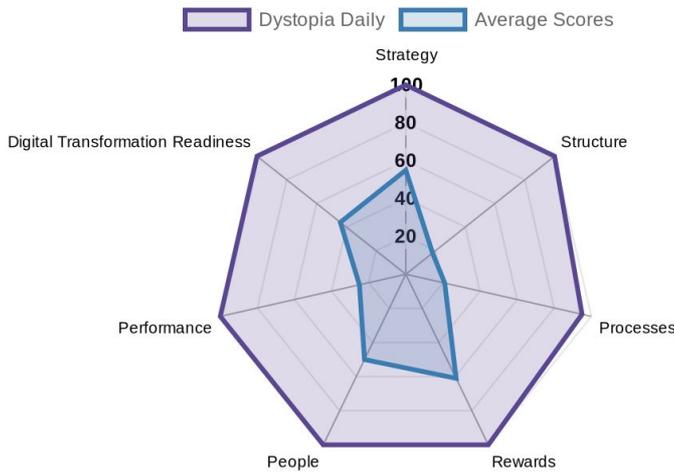
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Research Partner:
Utrecht University

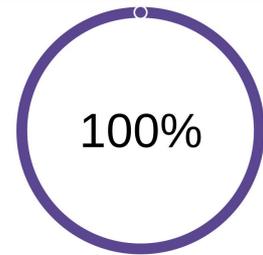
Architecture & Development:
Felixe

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Digital Transformation Assessment Summary



All Pillars



Your Total Score



Average Score

These charts show percentage scores for Dystopia Daily across seven dimensions, also compared to others that have taken this assessment.

Your media outlet is operating at a high level of digital readiness and strategic maturity.

You show strong performance across organisational vision, implementation, staff capacity, financial resourcing, and digital experimentation.

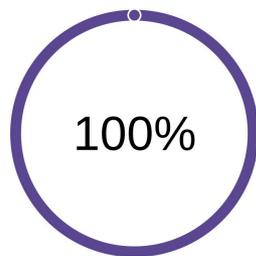
Data analytics and audience metrics are likely central to your operations, and you've adopted digital tools and security protocols as standard practice.

Collaboration appears embedded across functions, and you're positioned to scale, diversify revenue streams, and innovate in content formats or delivery.

To maintain and extend this advantage, focus on resilience strategies—such as scenario planning, audience segmentation, and emerging tech pilots—to future-proof your operations in a fast-moving digital landscape.

Digital Transformation Assessment

Digital Transformation Readiness



100%

Dystopia Daily



44%

Average Score

Your outlet demonstrates strong digital transformation readiness.

A shared sense of urgency is present across the organisation, with a clearly articulated vision that staff understand and act upon.

Implementation is coordinated and supported, experimentation is culturally encouraged, and staff have meaningful access to training and digital tools.

Financial backing and leadership commitment appear well-aligned with transformation goals.

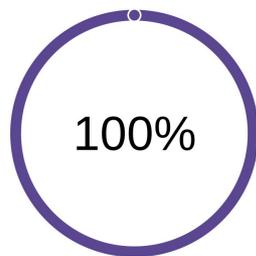
Barriers are likely known and actively managed, rather than acting as blockers.

At this stage, focus on scaling transformation through agile structures, cross-team collaboration, and adaptive leadership.

You are well-positioned to lead digital innovation in your market and set an example for peers.

Digital Transformation Assessment Strategy

› Is digital transformation a strategic priority for your media outlet?



Dystopia Daily



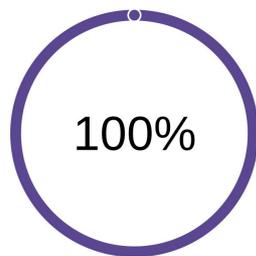
Average Score

Your media outlet sees digital transformation as a strategic growth opportunity and is likely positioned to lead innovation in its market. Ensuring access to skilled staff and tools will help in maintaining momentum and achieving measurable impact.

Your media outlet has clearly communicated its digital transformation vision, including defined goals and timelines. This clarity supports internal alignment and can improve execution and staff ownership of the transformation journey.

Digital Transformation Assessment Structure

› Does your media outlet have the building blocks for digital transformation?



Dystopia Daily



18%

Average Score

Your media outlet is well-positioned to invest in digital transformation that delivers competitive advantages. This creates an opportunity to lead in innovation, efficiency, and audience engagement. Proactive investment planning can help maximise this edge.

Your media outlet operates in a favourable environment for digital transformation, both internally and externally. This advantage can be leveraged to accelerate progress, pilot new approaches, and serve as a model for others facing greater resistance.

Your media outlet has access to the foundational tools needed to support digital transformation. With these basics in place, the focus can shift toward improving digital skills, integration of tools into workflows, and strategic innovation.

Your media outlet demonstrates a strong commitment to responsible, inclusive, and user-focused digital practices. Maintaining this momentum will support audience trust, legal compliance, and resilience in an evolving media landscape.

Digital Transformation Assessment Processes

› Do your media outlet's processes facilitate successful digital transformation?



Dystopia Daily



Average Score

Your media outlet demonstrates strong digital integration in content creation workflows. This positions it well for experimentation, scalability, and sustained innovation in a competitive media environment.



In a tailored **CRM Coaching** session, learn more about applying Customer Relationship Management systems in strengthening relationships with audiences, donors and stakeholders.

Your media outlet actively demonstrates transparency, accountability, and editorial integrity. These trust-building measures are likely to support strong relationships with audiences and partners, and should be regularly reviewed to maintain high standards.

Your media outlet has embedded data-driven practices into its daily operations. This strong analytical foundation supports continuous improvement and responsiveness to audience needs, and can be leveraged for product innovation and strategic growth.

Your media outlet is tracking a wide range of useful performance and audience metrics, suggesting a mature approach to measurement. Regular review and refinement of these metrics will help sustain effectiveness and ensure alignment with business goals.

Digital Transformation Assessment Processes

Your media outlet has established a solid foundation of digital security practices. Continuing to build a culture of security—through staff training and regular reviews—will help sustain protection against evolving risks.

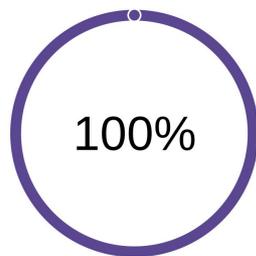


Take a **Digital Safety and Security Training** session with RNTC, for essential tools and knowledge to stay safe in today's complex digital environment.

Your media outlet demonstrates a comprehensive and outward-looking approach to collaboration. This broad engagement—spanning internal teams, partners, peers, and sector-level initiatives—positions you well to shape your digital future and contribute to systemic improvements.

Digital Transformation Assessment Rewards

› Are staff encouraged to experiment and implement new digital tools, methodologies and content formats?



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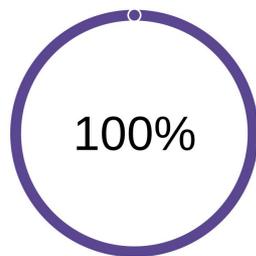
Average Score

Your media outlet actively champions digital experimentation, helping build a culture of innovation and continuous learning. This approach strengthens competitiveness and empowers staff to shape the outlet's digital trajectory.

Digital Transformation Assessment

People

› Is digital transformation a strategic priority for your media outlet?



Dystopia Daily



Average Score

Your media outlet has access to the foundational tools needed to support digital transformation. With these basics in place, the focus can shift toward improving digital skills, integration of tools into workflows, and strategic innovation.

A cross-functional task force is driving digital transformation, promoting both structure and collaboration. This approach supports more holistic decision-making and can accelerate progress—especially when empowered by management and aligned with strategic goals.

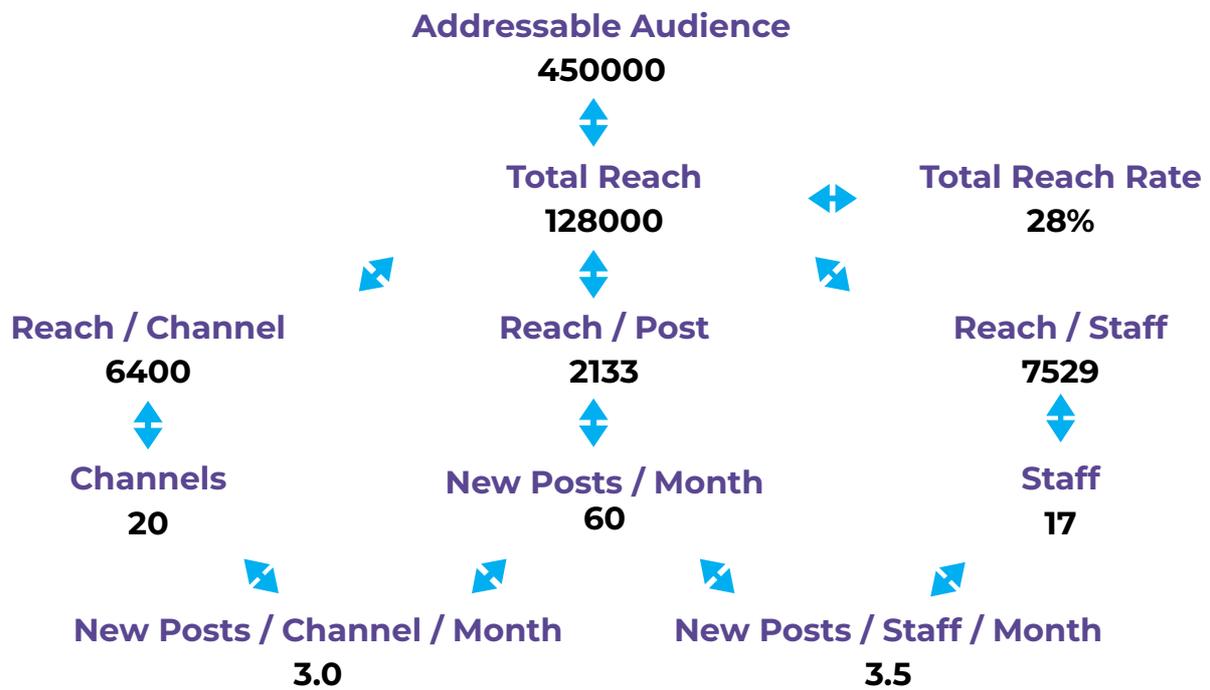
Your media outlet possesses most of the knowledge and skills needed for digital transformation. With a focus on developing internal talent to close remaining gaps, your team is well-positioned to adapt, innovate and maintain digital resilience.



Join RNTC's **Digital Media Leadership Course**, a hybrid training experience designed to equip media professionals/leaders with the skills and mindset needed to lead effectively in an evolving digital landscape.

Digital Transformation Assessment Performance

› How effective is your media outlet 's production, distribution and monetisation?



Revenue Types
10

Financial Health Score
100%

Digital Transformation Confidence
100%

Digital Transformation Assessment Performance

Addressable Audience

Your media outlet has an estimate of its addressable audience. Expanding this estimate through research or audience segmentation can improve planning, enable smarter distribution, and enhance the effectiveness of digital transformation efforts.

Addressable Audience (450000) is the approximate number of people that your content is relevant and accessible to.

Total Reach

Your media outlet is tracking its total digital reach across platforms. Building on this by refining overlap estimates and tracking changes over time can help improve content strategy, monetisation planning, and audience growth efforts.

Total Reach (128000) is the approximate number of people your content reportedly reaches each month.

Total Reach Rate (28%) is calculated by dividing Total Reach by Addressable Audience.

Reach / Channel (6400) is calculated by dividing Total Reach by number of distribution Channels (20).

Reach / Post (2133) is calculated by dividing Total Reach by New Posts / Month (60).

Reach / Staff (7529) is calculated by dividing Total Reach by number of Staff (17).

Digital Transformation Assessment Performance

Channels

Your media outlet's distribution channels: Own website, iOS mobile app, Android mobile app, WhatsApp, Telegram Channels, Signal Broadcasts, Discord, Substack, Facebook, Instagram, LinkedIn, Snapchat, Mastodon, Bluesky, V Kontakte, Odnoklassniki, YouTube, Vimeo, Facebook Live, Instagram Live

Your media outlet is a digitally mature publisher with wide distribution across owned, social, and partnered platforms. To maximise the benefits of this reach, ensure your resources are strategically allocated and analytics are used to guide channel performance, conversion, and return on investment.



Book **Digital Channel Strategy Development Coaching** with RNTC to create clear, purpose-driven strategies for your digital platforms.

Create more inclusive digital experiences for all users, especially those with impairments with **Web Accessibility Assessment Coaching** from RNTC.

Join a two-hour RNTC masterclass on **Inclusive Design: Creating Accessible Digital Content**, on designing and producing digital content that is inclusive, accessible, and user-friendly—especially for people with disabilities.

Learn how to verify and protect the authenticity of your content - amid rising disinformation, deepfakes, and AI-generated materials - in a two-hour RNTC masterclass on **Content Provenance and Authenticity**.

Learn how to be more successful in Search Engine Optimisation (SEO) with **SEO Assessment and Coaching** from RNTC.

In a **Social Media Marketing Coaching** session, learn more from an RNTC expert about harnessing the full power of social media to drive sustainability.

Develop agile content strategies tailored to TikTok's fast-moving algorithm and trends in **TikTok Channel Strategy Coaching** with RNTC.

Digital Transformation Assessment Performance

Revenue Types

Your media outlet's revenue types: Commercial-Advertising, Commercial-Consulting Services, Commercial-Content Services, Commercial-Sponsorships, Consumer-Membership, Consumer-Other, Consumer-Event Ticket Sales, Consumer-Individual Donations, Consumer-Crowdfunding, Grants-Government Donors

While your media outlet's revenue model is highly diversified, be careful not to dilute focus and strain operational capacity. It's important to evaluate which streams offer the strongest return and align best with your outlet's mission, and consider consolidating or streamlining where needed.

Financial Health

Your media outlet's Financial Health Score: 100%

Your media outlet demonstrates strong financial resilience, with sufficient reserves to buffer against operational disruptions or invest in growth. This stability enables more proactive digital transformation planning and strategic flexibility.



Apply new knowledge to your media outlet on how other successful, independent media strengthen their financial resilience amid high pressure and uncertainty with RNTC's **Financial Management & Administration in Challenging Times** coaching.

Digital Transformation Confidence

Your media outlet's Digital Transformation Confidence Score: 100%

Your outlet has a high level of confidence in its ability to transform digitally—an encouraging sign of strategic clarity, organisational readiness, and leadership support. Now is the time to capitalise on this momentum, scale successful initiatives, and embed transformation deeply into your culture and workflows.

Digital Transformation Assessment Performance

Your Comments

Question: Apart from any digital and AI tools mentioned earlier in this assessment, which other tools does your media outlet use and for which purposes?

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Question: What do you predict will be your media outlet's greatest needs related to digital transformation skills in the next two years?

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Digital Transformation Assessment

About

The Digital Transformation Assessment - an evolution of RNW Media's offline Digital Maturity Assessment - uses three frameworks to determine which questions to ask so you gain valuable insights as quickly as possible:

- 1.** On the basis that your organisation's design is its first building block in its ability to transform, the **Star Model** considers organisational design across five pillars: Strategy, Structure, Processes, Rewards, People and Performance. Most questions in the assessment are connected to one of these five pillars of your organisational design.
- 2.** The assessment then uses a simplified adaptation of **Kotter's 8-Step Model** to evaluate how ready your media outlet is for ongoing change. It focuses on having a sense of urgency, a clear strategy, and creating coalitions for change that generate and build on quick wins.
- 3.** The **Value Chain Analysis** is then used to focus on how your media outlet embeds digital technologies in primary activities (i.e. those connected to creation, distribution and monetisation of content) and support activities (e.g. infrastructure, finance and legal). This assessment uses a version of the standard value chain model adapted to independent media outlets, with pillars for Content Creation, Distribution, Monetisation, Learning, Technology Infrastructure, Legal and Compliance, and Collaboration.

Outside these frameworks, this assessment has a Performance pillar with some questions that broadly gauge your media outlet's effectiveness in reaching and monetising audiences via digital platforms.

Acknowledgements

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