



# Vice Media: Competitive Advantage and Global Expansion

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## Agenda



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## What is Next for Vice?

- Goal: Become the largest youth media platform in the world
- No longer a niche player, Vice is very close to being considered mainstream

## Competitive Advantages

- "Offers something unique and valuable in the marketplace"
- "Does things different than its rivals on a day-to-day basis"
- Serves a very specific niche



## Revenues

- Selling advertisements
- Advisory fees from *Virtue and Advice*
- Licensing News Stories

## Questions?

## What is Vice?



- Digital Media Company
- Sarcastic, unconventional, edgy, in-your-face, thought-provoking
- Gotta journalism
- Niche market
- Largest demographic: Males from 18-34

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## Vice International

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- Spreads from 2000 to 2003
- The first and most famous global strategy
- News and PR strategy, but also a global strategy
- Observed in the Global and it had an impact on the world
- Global distribution of the Vice Global media
- 2019-2020: expansion of the Vice Global media



## Timeline

From 1994 Until Today

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- 1994: Vice Media is founded
- 1996: The first Vice magazine is launched
- 1998: The first Vice magazine is launched
- 2000: Vice magazine is launched
- 2002: Vice magazine is launched
- 2004: Vice magazine is launched



YouTube

"The object is not to be loved by many people in a comfortable, but if the content is good, the love and respect you receive will be the benchmark of a good story"

-Kevin Cadogan, Editor-in-Chief

Given the fact that Vice's largest demographic is 18-34 year old males, do you believe that broadening their strategy to include more females would benefit its revenue stream? If so, how can they work to achieve this?

Given Porter's Five Forces that shape strategy, can you think of any substitutes to Vice?

Do you believe the rumor that Vice's founders started about Richard Szalwinski buying out Vice was a good or risky business strategy?

Do you think Vice will ever truly be mainstream?

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## Revenues

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Introduction

History

Global Expansion

Future Outlook

Competitive Advantages

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# What is Vice?



- Digital Media Company
- Sarcastic, unconventional, edgy, in-your-face, thought-provoking
  - Gonzo Journalism
  - Niche market
- Largest demographic: Males from 18-34

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*that's the barometer of a good story."*

*-Rocco Castoro, Editor-In-Chief*



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# The People Behind Vice

*Shane Smith and Suroosh Alvi*

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# Ethos

## *Building a Family Atmosphere*

- Free flow of ideas
- Family atmosphere
- Personal support system

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The VICE squad: Eddy Moretti, Shane Smith, and Suroosh Alvi (Photo by Chris Buck)

# Timeline

*From 1994 Until Today*

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- 1994: *Voice of Montreal*
- 1996: Renamed Vice Media and began distribution in the United States
- 1998: Richard Szalwinski bought into Vice Media
- 2000: Technology bubble bursted
  - 2002: Vice Music founded
  - 2010: AdVice launched

**Virtue**



• **Vice Music**



• **Vice Fashion**





# Vice International

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- 5 phases from 2001 to 2013
  - For the First 3 Phases: Gradual global strategy
  - Fourth and Fifth Phases: Born-again global strategy
  - China and India: Global youth culture approach not exportable
  - Global Domination of a Niche: Global media
- 2013: 20% magazine and online content was local, 80% global

