Kate Myers - kate.myers@firstlook.org - @thekatemyers - Document permalink: goo.gl/1nG9xk

Thanks for joining us for the Revenue Intensive / Content Licensing Panel here at ONA!
A few things to take home and keep in mind as you talk about content licensing.

Content Licensing Models

1. Licensing Articles for Republication
   a. Price per article / piece of content
   b. Consider Translation, [Creative Commons](#) / Rights, Partner for automatic distribution ([iCopyright](#))
   c. Have a standard rate card and release
   d. Decide on what credit or linkback you want to have as standard
   e. Window and medium (rights needed for print are greater than web)
   f. Works best for significant content that can be re-used (think broadcast for online video, print for online text)
   g. Derivative Content:
2. Repackaging and Redistribution
   a. Content aggregators - [Medium](#), [Scroll](#), [Stitcher Premium](#), [Audible](#)
   b. Models: Negotiate a per piece rate + monthly commitment (best for publisher), Revenue share, Flat rate (best for platform)
3. Educational Licensing
   a. Repurposing content for use in the classroom - [Pearson](#), Textbook publishers, [Listenwise](#), [FilmPlatform.net](#)
   b. Exclusive Print Re-use likely the most lucrative (Texas Tribune)
   c. Deep Partnership Possible, (https://www.qubededucation.com/)
   d. Think about where your content is unique and valuable in a classroom.
4. Library Re-Use
   a. [Factiva](#), [ProQuest](#), [LexisNexis](#)
   b. Model: Revenue Share based on searches/use, consider in kind
   c. Works for unique content
   d. Dozens of dollars
   e. Can work for you if exclusive, or if you have content not publicly available (NPR Transcripts)
5. Exclusive, Comprehensive, Source Data
   a. Major Source of Value: [USNews](#), Rankings Data, [Benchmark Surveys](#)
   b. ProPublica Data Store: https://www.propublica.org/datastore/
   c. API access, Exclusivity of Data, Comprehensiveness

Things to Keep In Mind

- Asset Management System
- Rights to your content
  - From Freelancers (content and photos)
  - Any wire service copy / source
  - Photo Distribution (especially wire service)
- Hard to make a whole business: Take a Portfolio Approach
- Source Data / Licensing