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CONTENT MARKETING STRATEGY FOR EXECUTIVES



**MARKETING
TECHNOLOGIST**

Meet **EDUARDO CONRADO**,
Head of Marketing *and* IT
for Motorola Solutions.

The Official Magazine of the Content Marketing Institute

CONTENT LICENSING: What is it and how do marketers use it?

Brian Kolb from Wright's Media explains the key issues content marketers need to understand.

CCO: What do brand marketers need to understand about content licensing?

Brian Kolb: Many brands understand the concept of brand equity applied to their own brands, but often fail to value publishers' brand equity. For example, a marketer may spend a large portion of their budgets on ads with the *Wall Street Journal* or *New York Times*, but think they don't need to pay for licensing with niche titles like *Popular Mechanics* or *Gizmodo*. A brand may feel that by re-using *Gizmodo's* content (for example) or using its logo, *Gizmodo* is receiving a benefit. PR is not mutually exclusive.

Plain and simple, if you want a good relationship with a magazine, you have to support the economics of the magazine.

You've said licensing is taking earned PR and giving it some more fuel. Can you give us examples of industries and categories where it works particularly well?

The consumer technology industry is a great case. **Dell**, for example, sends kits to its retailers that include store signage, banners, window clings and nametags. Dell purchased licensing agreements to feature *LAPTOP Magazine's* ratings and logos. That's earned PR with added fuel.

There are opportunities in all types of industries to do this. *Nation's Restaurant News* publishes ratings and reviews of chain restaurants and suppliers. About three months ago they had an awards program and ranked the top franchise restaurant chains. **Firehouse Subs** was

ranked number two in the survey and Firehouse's CEO put the award logo on each of its 390 locations through a front-door window cling. Again, earned media fueled up with a licensing agreement.

Can you describe some of the newer applications for content licensing?

Some innovative content-rich brands (i.e. brands that are not media companies) are flipping the model on its head and licensing their own content to channel partners.

For example, we are collaborating with **Dell** to create a channel called Dell TV. Why? People at home are frustrated with setting up networks, peripherals and wireless printers. Dell is developing short videos that help consumers understand and solve key at-home technology problems—and to help Dell become a trust agent in the minds of consumers. The videos will be available via rich media banner ads, as well as through search.

We are also seeing interesting developments in IPTV. Manufacturers like **Samsung** are selling smart TVs to consumers, but operators like **Verizon** and **DirectTV** simply don't have enough content to take full advantage of smart television's capabilities. We are working with operators around the world to source content from magazines for IPTV channels. For many, IPTV is a media play on the far horizon, but we are betting in just a few years it will be a massive opportunity for media companies as well as traditional brands with rich content libraries. ■



WHAT IS CONTENT LICENSING?

A brand pays a media company (e.g. magazine, newspaper) for permission to re-use the media company's proprietary content or to use its logo to promote the brand's product. For example, a technology company may republish or reprint a *LAPTOP Magazine* article that features its product; or a company will pay to use the *US News & World Report* badge on a variety of materials to promote its status on the coveted list.

Content licensing is sometimes confused with content syndication, which is a different animal altogether. Content syndication is an agreement between a content producer (e.g. blogger or brand publisher) and a publisher or syndicator to re-use content, often in a consistent, ongoing agreement. When content marketers aim for "syndication," they are often trying to get their original content listed on sites such as **Yahoo** or **AP News** to broaden their reach.

A photograph of a golf club and ball on a green. The club is a driver, and the ball is white. The green is vibrant green, and there is a hole in the foreground. The background shows a blue sky with white clouds and a dark treeline.

Is your brand aiming for the **GREEN?**

Brand Ambassadors

Wright's Media is on par with the experience and expertise your business needs. Our multi-dimensional content licensing programs have a track record of success for improving brand equity for our publishing partners. Your business deserves a proven program that will shoot a hole-in-one every time by enhancing the reach and awareness of your publication's brand.

Call (877) 652-5295 or scan the QR code below to start a new round with Wright's Media.

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