Machine readable rights

A niche story

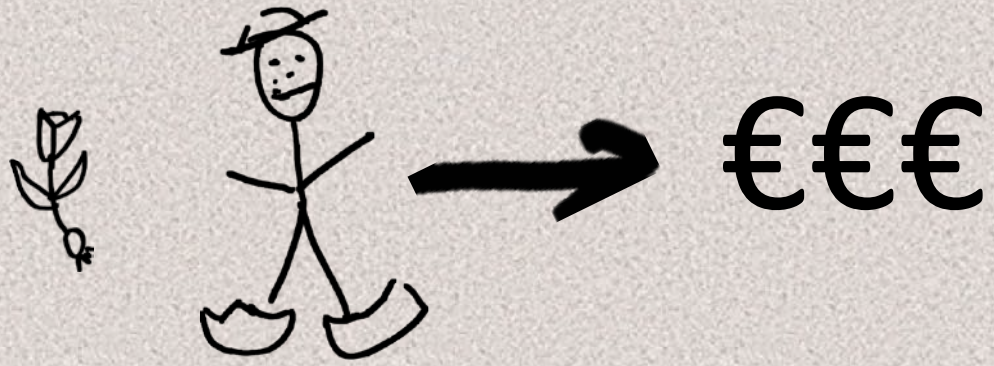
1. Standardization

After 15 years of research and 150.000€ of investment

- The new flower is registered
- The new flower is geneticaly copyright protected
- The name is given and deposited

2. The farmer goes to market

- This new tulip will rock the world!



It’s the Tulipa “Fashion Look”

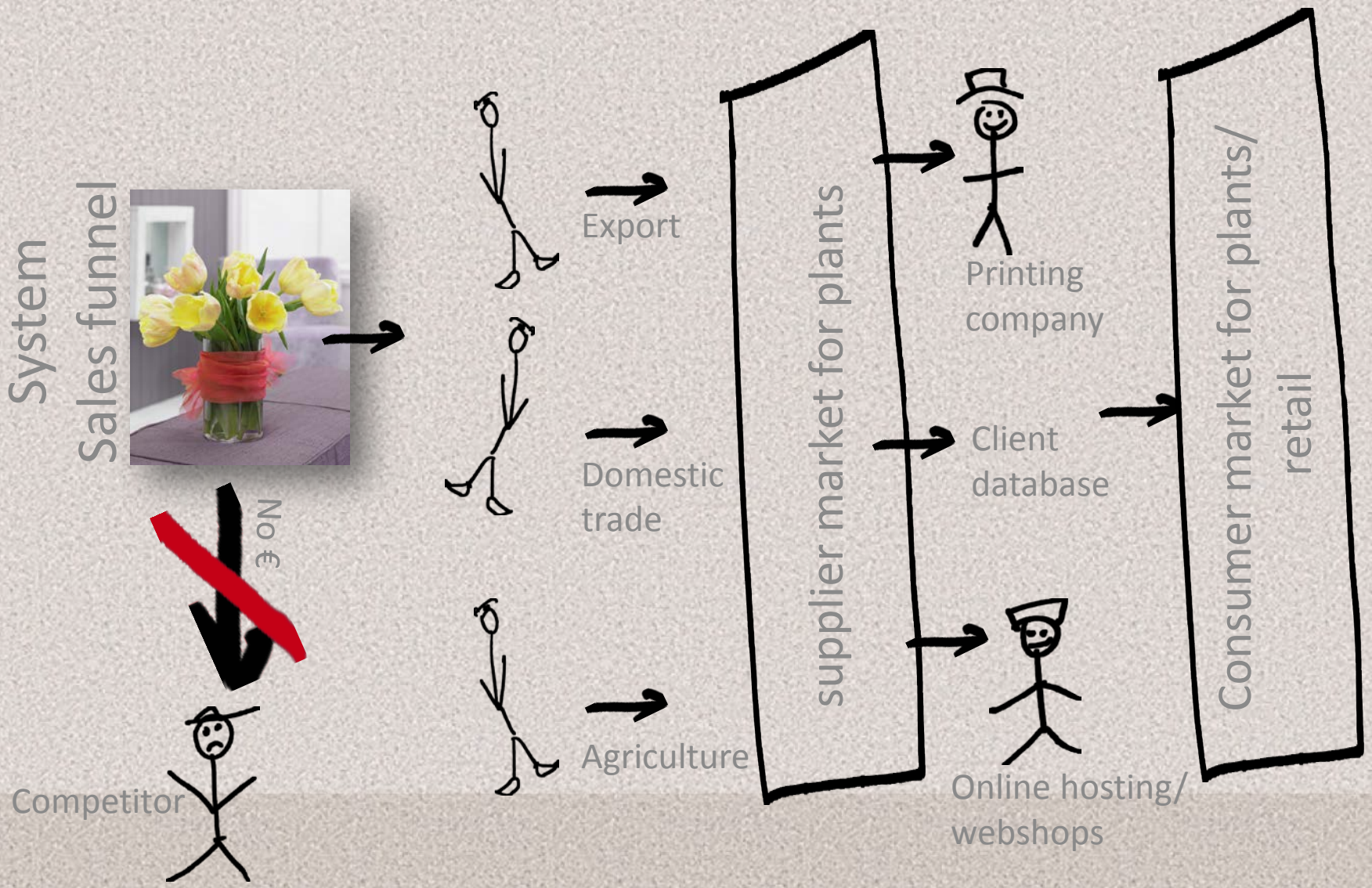
3. Image and metadata

Goes to studio for a great image

Tools for the image:

- Exif
- Project ID
- Standardization data
- His preferences
- Search standard
- Do’s and dont’s: rights

4. Farmers' horticultural chain



4. Transfer of rights

System
Sales funnel

Export

Domestic trade

Agriculture

Each transaction is transfer of rights

Printing company

Client database

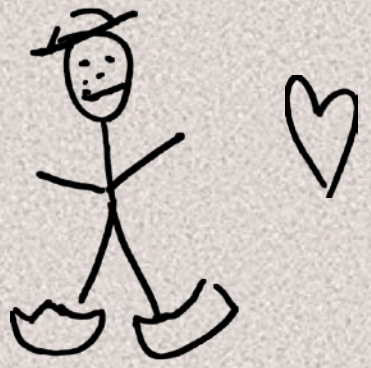
Online hosting/ webshops

Consumer market for plants/ retail

5. Extra reach

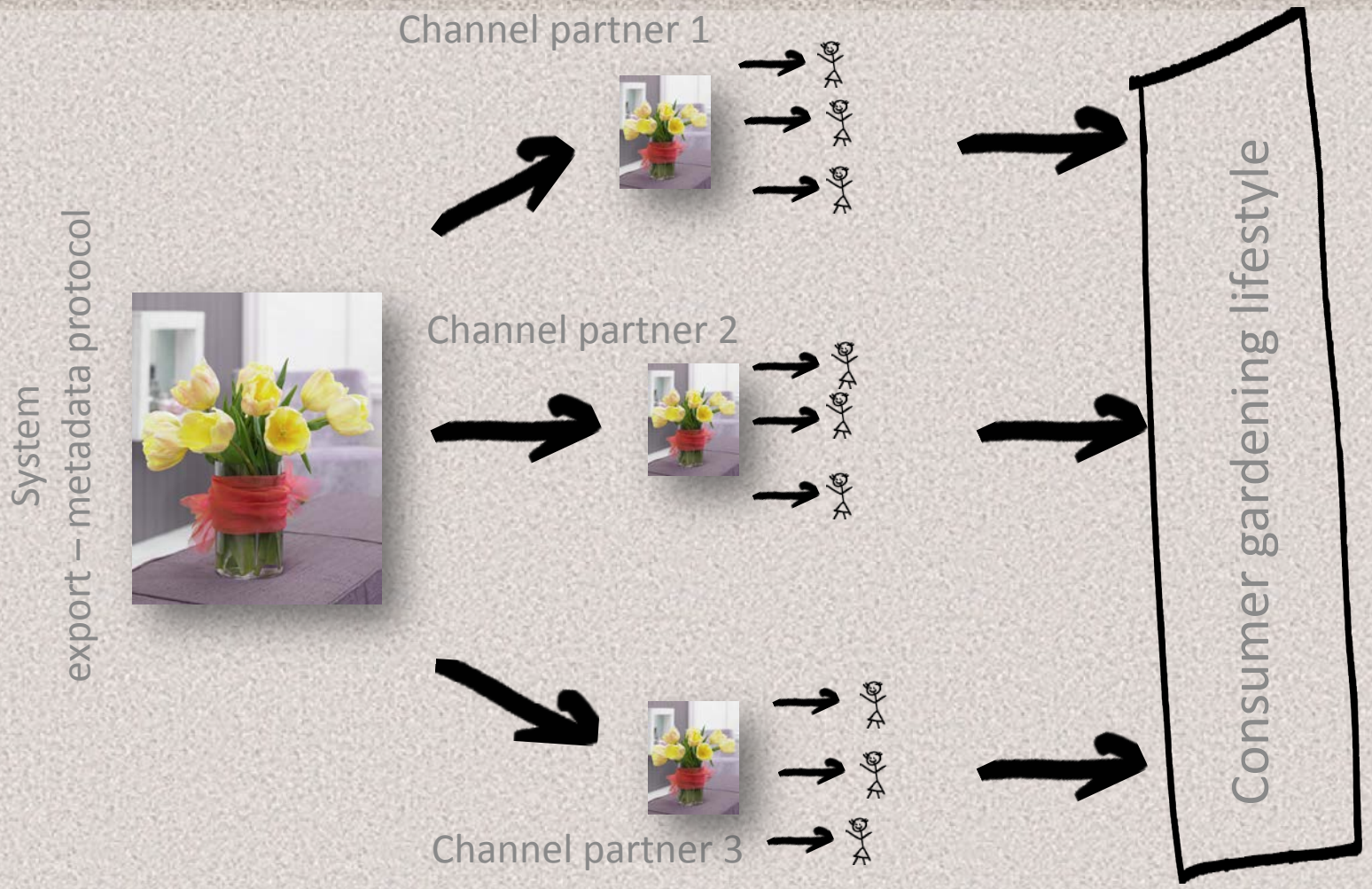
He’s heard:

Content marketing creates demand

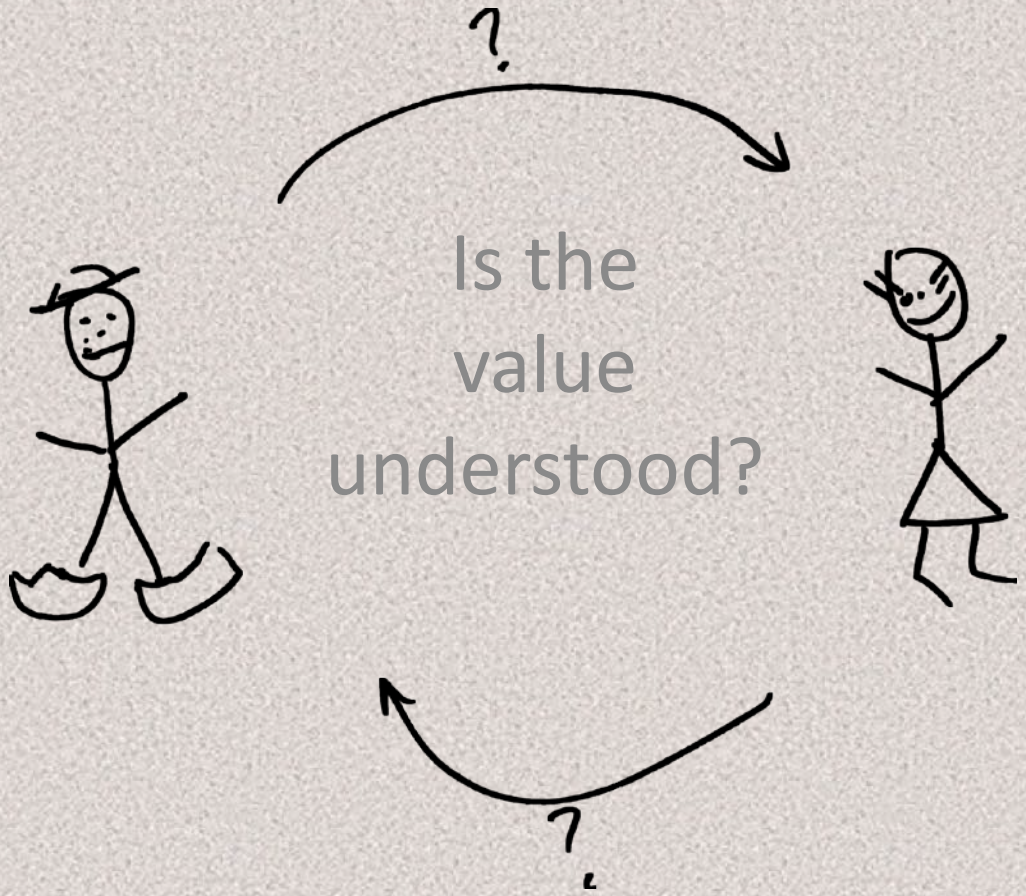


Editorial reach

6. 2nd industry – editorial publishing

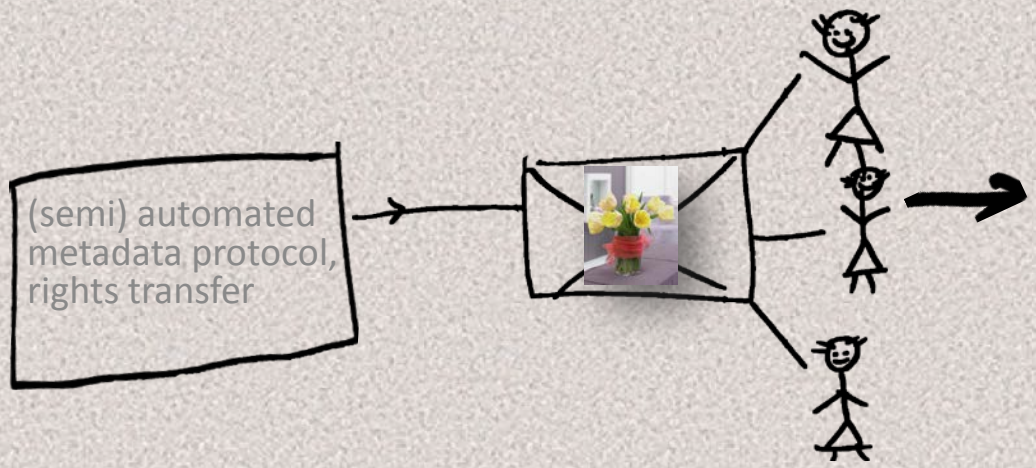


7. But…



8. Partner submission route

Nice partner #1

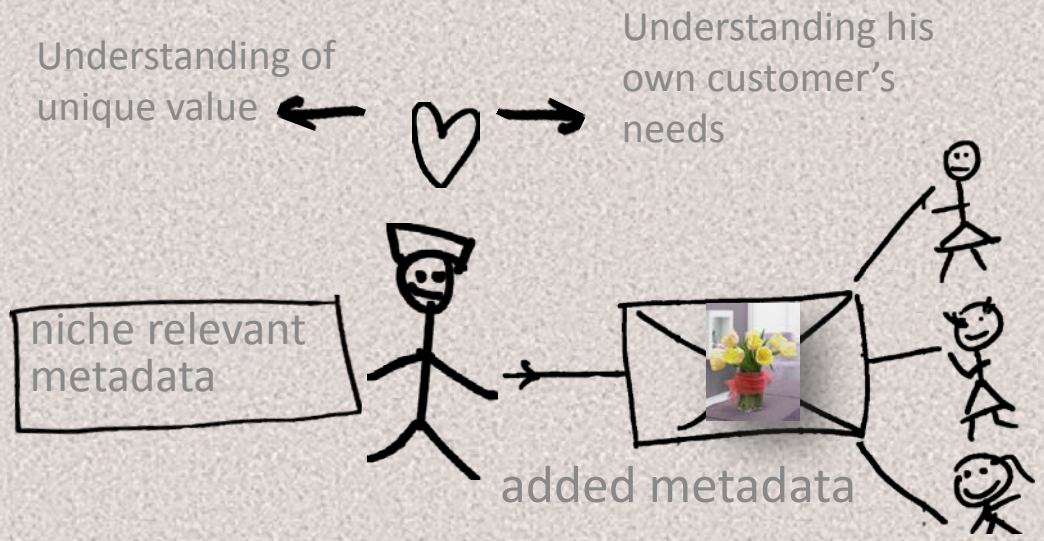


Output: 0,30€ per image/ year

Fully automated machine readable rights on submission

9. Partner submission route

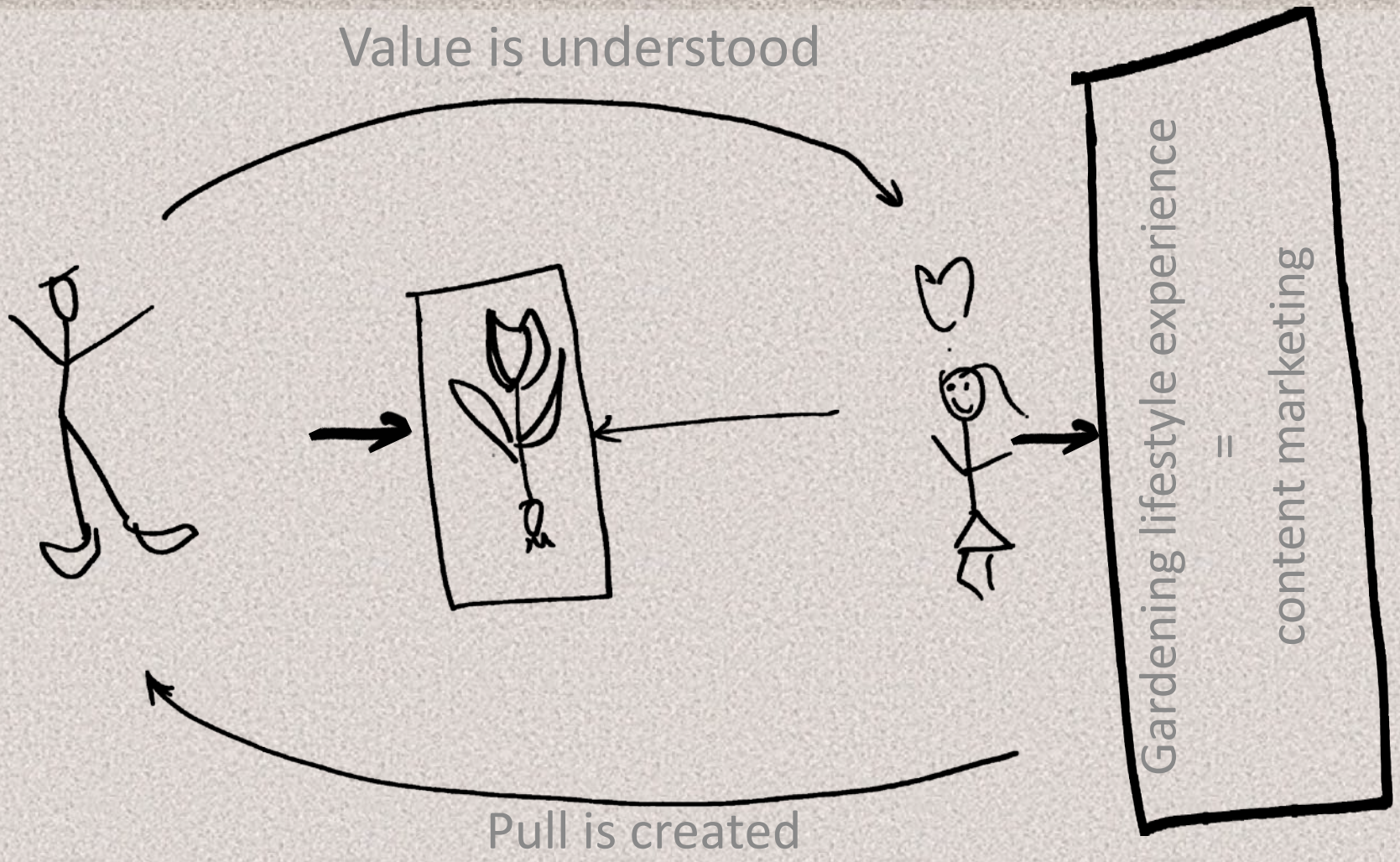
Great partner # 2



Output: 15€ per image/ year

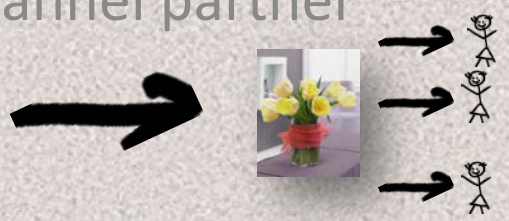
Manualy adapted machine readable rights on submission

10. In a nutshell: Pull is created

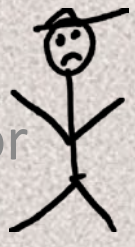


11. Understanding rights

Channel partner



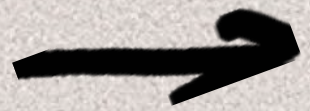
Competitor



12. On machine readable rights

1. Creative control over metadata on each transition

   - understand unique value
   - use relevant metadata
   - Optimize for system integration
   - target metadata to client expectation

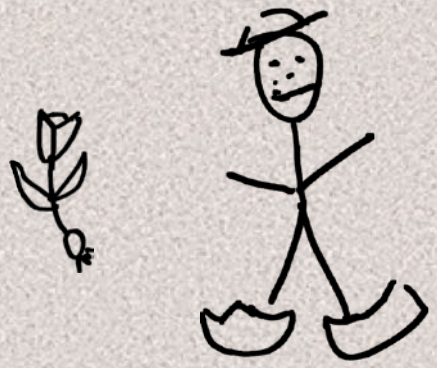


2. Maintain human overview on automation of content

Focus on machine readable rights is vital for efficient integration, development on creative interpretation of machine readable rights is needed to market niche content with maximum effectivity.

So who knows…

The tulipa “Fashion Look” might just rock the world



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