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

System
Sales funnel

No €

Competitor

Export

Domestic trade

Agriculture

supplier market for plants

Printing company

Client database

Online hosting/webshops

Consumer market for plants/retail
4. Transfer of rights

Each transaction is a transfer of rights.

- Export
- Domestic trade
- Agriculture
- Printing company
- Client database
- Online hosting/webshops
- Consumer market for plants/retail

System
Sales funnel
5. Extra reach

He’s heard:

Content marketing creates demand

Editorial reach
6. 2nd industry – editorial publishing

System
export – metadata protocol

Channel partner 1 → Channel partner 2 → Channel partner 3

Consumer gardening lifestyle
7. But... 

Is the value understood?
8. Partner submission route

Nice partner #1

Output: 0,30€ per image/year

(Fully automated machine)
readable rights on submission

(semi) automated metadata protocol, rights transfer
9. Partner submission route

Great partner # 2

Understanding of unique value

Understanding his own customer’s needs

Output: 15€ per image/year

Manually adapted machine readable rights on submission

niche relevant metadata

added metadata
10. In a nutshell: Pull is created

Value is understood

Gardening lifestyle experience = content marketing

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