



Amplify Digital Publishing Success With Micro-Licensing

SavoirSoft's micro-licensing, digital fingerprinting platform makes distributing digital works-of-art to immense numbers of consumers safe, simple, and lucrative.

The music and movie industries strengthened copyright protections years ago using intellectual property licensing practices to distribute their works-of-art. In the process, they gained substantial power to battle copyright pirates. Intellectual property (I.P.) rights licensing, in fact, became critically important as their content moved onto the Internet where piracy and infringement are rampant.

However, as musicians and the movie industry found, adopting and applying I.P. rights licensing conventions in our digital age is not easy, and this fact is now impacting artists and authors of digital works-of-art of all kinds.

For instance; writers, videographers, photographers, and musicians who distribute their digital works across the Web are locked into content aggregation sites, streaming services, and copyright clearance centers. In essence, these creators are forced to work with digital gatekeepers whose distribution and pricing schemes can control the creators' business independence. This is due to the complexities of I.P. licensing which is difficult to make durable in the courts and automate for mass processing.

These problems are bigger now that the functionalities and capabilities of smart-phones, tablets, computers, and web-enabled televisions have converged. In fact, today the only access artists, authors and musicians have to consumers and potential patrons is through gatekeepers; who can limit their access, restrict their publishing growth, and thereby shrink their market and income opportunities.

SavoirSoft's micro-licensing and digital fingerprinting platform simplifies and automates the complex process of selling licenses to digital works-of-art, empowering I.P. owners and their consumers/patrons with alternatives to gatekeepers. Using I.P. licensing and digital fingerprints, along with computing formats accessible by all current **AND** future computing devices; musicians, authors, and artists have a platform they control for their benefit.

Intellectual property licensing requires legally durable practices. Such practices must be definite and certain with license terms and conditions – *along with the identities of the licensors and licensees* – inscribed into, and sometimes displayed on, digitally distributed content. In essence, each digitally distributed work-of-art needs to be uniquely fingerprinted to identify consumers and the terms and conditions accepted for each digital work consumers license. SavoirSoft makes all this easy.

The benefits of intellectual property rights licensing are many. For instance, licensing digital works-of-art flexibly fortifies their copyrights. Micro-licensing can be added to digital rights management (DRM) systems. It also can stand alone; empowering “*all rights reserved*” copyright terms, “*some rights reserved*” licensing terms, or “*more rights reserved*” terms as well; expanding a work's value.

Such flexibility enables publishers to develop content-as-a-service offerings and new revenue models, providing digital content with multiple prices and terms to best fit consumers' needs and wants. As an example, the same work may be licensed for: **1)** personal use only, **AND 2)** promotional duplication, **AND 3)** derivative permissions; each license with its own price and revenue potential.

Using intellectual property licensing also permits works to be consumed physically – *reprints* – even when they are distributed digitally. Such distribution and consumption models are incredibly valuable, especially to advertisers, providing yet another market channel and revenue source for artists, authors, and copyright owners.

With SavoirSoft's micro-licensing platform; not just music, pictures, and video benefit; but digital versions or just chapters of text-books, novels and short-stories; as well as; newsletters, scholastic journals, choral and sheet music, screen-plays, and blueprints – *all unique works-of-art considered intellectual property but very difficult to protect via copyrights in a digital world* – can now safely, simply, and very lucratively utilize the Internet's vast networking capabilities and infinite distribution capacity.

SavoirSoft helps creators grow their success.

Ready to leverage micro-licensing for your publishing success? Learn more:

savoïrsoft.com/How_It_Works.html

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