

Fair Syndication Consortium Research Brief

How U.S. newspaper content is reused and monetized online

EXECUTIVE SUMMARY

- For the first time, the extent to which U.S. newspaper content online is reused and monetized by unlicensed web sites has been quantified.
- During a 30-day period (ending Nov 15, 2009), more than 75k unlicensed sites reused U.S. newspaper content. On these sites, 112k nearly exact unlicensed copies of articles were detected.
- Google and Yahoo's ad networks dominate the unlicensed monetization of U.S. newspaper content. Google represents 53 percent of the total monetization with Yahoo accounting for 19 percent.
- Blog sites – which are often cited as having the most reused content – made up less than 10 percent of the top reusing sites.

KEY FINDINGS

WHO IS REUSING U.S. NEWSPAPER CONTENT?

- 75,195 web sites reused at least one U.S. newspaper article over the 30-day period.
- Among the top 1,000 sites reusing the most articles:
 - 38% of the sites were ranked in the top 100,000 most trafficked sites ¹
 - Blogs represent less than 10% of the total

HOW MUCH OF THE ARTICLES ARE SITES REUSING?

- Over the last 30 days, 112k unlicensed, full copies of U.S. newspaper articles were found on sites across the Internet.
- Across all pages found, the reuse type breakdown was as follows:

Reuse Type & Definition	Number Found	% of Total
Full Copy: More than 80% of original article AND ≥ 125 words reused	111,933	18%
Excerpt: Less than 80% of original article AND ≥ 125 words reused	163,173	26%
Headline: Less than 125 words of original article	357,032	56%

WHAT IS BEING REUSED?

- On average, each article is reused at least in part 4.4 times.
- The range of reuse varies by newspaper. Articles from large national newspapers are reused as many as 15 times, whereas only 1 in 2 articles from smaller community newspapers are reused at all.

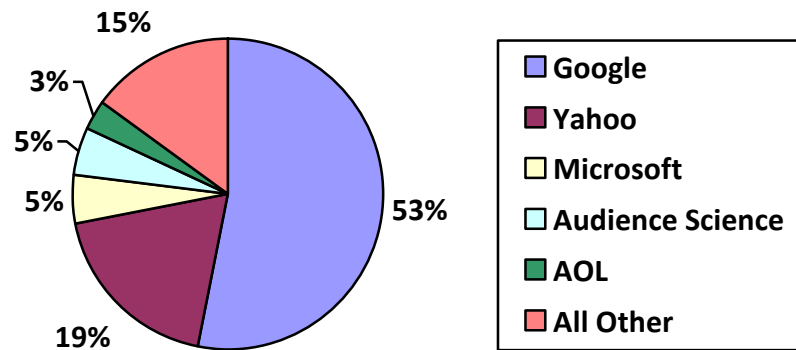
¹ Alexa, October, 2009 web site rank

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HOW ARE THESE PAGES BEING MONETIZED?

How unlicensed use of U.S. newspaper content is monetized



Source: FairShare ad detection of 75,103 web sites. Oct 15 – Nov 15, 2009

STUDY METHODOLOGY

- 101k articles published by 157 U.S. newspaper publishers (including McClatchy, Cox, MediaNews Group, CNHI, New York Times, Washington Post, Gannett) were monitored during the Oct 15 – Nov 15, 2009 time period using Attributor's FairShare service.
- Any reuse by direct and indirect syndication partners was excluded from the results.
 - Articles appearing on Google News also excluded (*clarification added 12/1/09*)
- Results were grouped by reuse type:
 - *Full Copy*: More than 80% of original article reused AND ≥ 125 words reused
 - *Excerpt*: Less than 80% of original article reused AND ≥ 125 words reused
 - *Headline*: Less than 125 words of original article reused
- Ad networks were detected and classified on each reusing page using FairShare's ad detection technology.

ABOUT THE FAIR SYNDICATION CONSORTIUM

The Fair Syndication Consortium is a group of more than 1,500 publishers that support an open and fair online content economy. Founded in April 2009 by Attributor Corporation, the Consortium is providing a new syndication model to fully compensate those who create valuable content while appropriately rewarding those who aggregate, republish and monetize it. In October 2009, the Consortium published the Fair Syndication Guidelines, which marked the first time any organization attempted to lay out recommendations for the text industry on content syndication. For more information on the Consortium or to download a free copy of the guidelines, visit: www.fairsyndication.org.