



# AI LICENSING BRIEF OVERVIEW

Clarity for Better AI Licensing Decisions. A Practical Path Toward Market Readiness.

**Move from scattered questions, untested assumptions, or uneven outreach results to a prioritized view of market fit, buyer hypotheses, readiness gaps, and next actions.**

The engagement helps sharpen existing strategy, reduce wasted outreach, identify the most credible commercial paths, and focus resources on the opportunities most worth pursuing.

## WHO IT IS FOR

Rights holders, publishers, archives, media companies, specialty information businesses, and data providers with differentiated assets and a real interest in AI licensing or commercialization - but without a clear market map, buyer strategy, or readiness plan.

### WHAT YOU WILL KNOW

- How your assets may create value in AI products and workflows
- Which AI companies, buyer categories, use cases, and licensing paths appear most credible
- Where rights, packaging, delivery, pricing, or documentation may create friction
- What to prioritize now - and what to defer

### WHAT YOU RECEIVE

- AI licensing fit and market-readiness assessment
- Prioritized list of specific AI companies and buyer categories that appear most aligned with your assets
- Use-case, licensing-model, and monetization analysis
- Rights, format, packaging, and delivery-readiness assessment
- Prioritized recommendations plus an executive review session

## HOW THE ENGAGEMENT WORKS

|                                                                             |                                                                                |                                                                                   |                                                                        |                                                                         |
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| <b>1</b><br><b>Initial Fit Assessment</b><br>Confirm goals, assets, and fit | <b>2</b><br><b>Intake &amp; Discovery</b><br>Gather rights, formats, and goals | <b>3</b><br><b>Research &amp; Analysis</b><br>Evaluate fit, use cases, and buyers | <b>4</b><br><b>Customized Brief</b><br>Deliver findings and priorities | <b>5</b><br><b>Executive Review</b><br>Discuss decisions and next steps |
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## ENGAGEMENT DETAILS

|                                                                                           |                                                                                  |                                                                                                      |
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| <b>TYPICAL TIMELINE</b><br>Approximately 2-3 weeks, depending on scope and responsiveness | <b>TYPICAL INVESTMENT</b><br>\$5,000-\$10,000, depending on scope and complexity | <b>NEXT STEP</b><br>20-minute exploratory conversation to determine whether the Brief is appropriate |
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## THE DS DIGITAL ADVANTAGE

**Each Brief is supported by DS Digital's structured internal market-intelligence and matching system - rather than through ad hoc research alone.**

- Proprietary market-intelligence knowledge base mapping AI companies, content and data providers, buyer categories, use cases, licensing pathways, and market signals
- Client-specific intake combined with current public research, partnership activity, and licensing patterns

### SENIOR JUDGMENT, NOT AUTOMATED OUTPUT

Final recommendations are reviewed and shaped by Dan Steiny's 20+ years of content, media, licensing, data, and strategic partnership experience - helping companies evaluate opportunities before committing significant time and resources.

*Recommendations identify credible opportunity hypotheses; they do not represent confirmed buyer demand, guaranteed deal outcomes, or legal advice.*

## SCHEDULE A 20-MINUTE EXPLORATORY CONVERSATION

Determine whether the Brief can help clarify your company's AI licensing opportunity.

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