



AI LICENSING BRIEF OVERVIEW

Clarity Before Outreach. A Practical Path Toward AI Licensing Readiness.

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

The engagement helps 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 use cases, buyer categories, 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 buyer categories and company opportunity hypotheses
- 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



ENGAGEMENT DETAILS



THE DS DIGITAL ADVANTAGE

<p>Each Brief is supported by DS Digital's structured internal market-intelligence and matching system - rather than through ad hoc research alone.</p> <ul style="list-style-type: none"> • 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 	<p>SENIOR JUDGMENT, NOT AUTOMATED OUTPUT</p> <p>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.</p> <p><i>Recommendations identify credible opportunity hypotheses; they do not represent confirmed buyer demand, guaranteed deal outcomes, or legal advice.</i></p>
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SCHEDULE A 20-MINUTE FIT CONVERSATION

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

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