



NewsGuard's Updated Research Licensing Policy for For-Profit Corporations and Government Agencies

NewsGuard has established comprehensive rules governing the use of the intellectual property that it spends millions of dollars annually to gather and update. This includes provisions for the licensing of the NewsGuard data by researchers working at government agencies and for-profit corporations, as well as significantly discounted licensing fees for researchers at non-profit organizations.

The following updated policy for government agencies and for-profit organizations, which will go into effect November 1, 2020, covers how individual research teams within these licensing institutions gain access to NewsGuard's data. These licenses do not enable every individual employed by the licensing institution to have access to the data (see option 1.B. for information about granting site-wide access)

Note: These fees are for research projects only, not for other corporate or government activities.

Government Agency and For-Profit Licensing options:

NewsGuard domain ratings and labels:

1. The annual for-profit price for a constantly updated feed of NewsGuard's site rating metadata and Nutrition Labels is \$37,500 annually, which enables licensees to use NewsGuard data in one or more specifically defined research project(s) at the same unit of the licensing entity throughout the course of the licensing term.
 - A. The license will automatically renew at the end of the year term, based on the parties reaching agreement on the licensing fee. Going forward NewsGuard intends to increase fees to government agencies for-profits based only on the number of new sites added to the data base and/or any new data requested by the licensee.
 - B. Licensees that wish to grant other research units at the institution access to NewsGuard's data can do so for an additional \$15,000 annually for up to three units. Larger institutions should contact NewsGuard for terms.
2. The fee for for-profit access to NewsGuard's data feed for the term of a single project is \$18,000.
3. In all cases, the licensee's use of NewsGuard's data in any published study, report, press release, or other publication must be credited to NewsGuard in a manner mutually agreed to.

NewsGuard Misinformation Fingerprints:

1. This constantly updated catalog of top hoaxes and misinformation, provided in machine-readable narratives for use by artificial intelligence tools, is \$75,000 annually for use in one or more research project(s) throughout the course of the licensing term.
 - A. The license will automatically renew at the end of the year term, based on the parties reaching agreement on the licensing fee. Going forward NewsGuard intends to increase fees based only on the number of new fingerprints sites added to the data base and/or any new data requested by the licensee.
2. The government agency and for-profit fee for access to NewsGuard's Misinformation Fingerprints for the term of a single project is \$36,000.
3. In all cases, the licensee's use of NewsGuard's data in any published study, report, press release, or other publication must be credited to NewsGuard in a manner mutually agreed to.

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