NewsGuard

NewsGuard's Updated Research Licensing Policy for Non-Profit Organizations

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 non-profit organizations, which will go into effect November 1, 2020, covers how individual research teams within non-profit 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)

Non-Profit Licensing options:

NewsGuard domain ratings and labels:

1. The annual non-profit price for a constantly updated feed of NewsGuard's site rating metadata and Nutrition Labels is $12,500 annually, which enables licensees to use NewsGuard data in one or more specifically defined project(s) at the same unit of the licensing entity throughout the course of the licensing term. Discounts of up to 25% might be offered to non-profit institutions that can demonstrate through their IRS 990 filings that they have limited resources and whose proposed use demonstrates a material need for the data and promises the potential that their work will have significant impact.

    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 non-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 $5,000 annually for up to three units. Larger institutions should contact NewsGuard for terms.

2. The fee for non-profit access to NewsGuard's data feed for the term of a single project is $6,000.

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 $25,000 annually for use in one or more 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 non-profit fee for access to NewsGuard's Misinformation Fingerprints for the term of a single project is $12,000.

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.