

Frequently Asked Questions



What is Ozmo?

Ozmo is a web-based solution that makes it easy for independent content creators to license the use of their work for commercial purposes and for content users to tap into the wealth of user-generated content available online.

Who is Ozmo for?

Ozmo is for everyone who produces content and anyone that uses it. Content producers (sellers) include semi-professional or professional photographers, illustrators, bloggers, videographers and filmmakers. Content users (buyers) include corporate marketers; web, advertising and design firms; publishers; TV and film producers; bloggers and other journalists.

I am a content creator. What can Ozmo do for me?

Ozmo helps you control the work you post online and makes it easy for people to pay you when they want to use it. You select your license terms and set your own prices. Ozmo keeps track of all your licenses and sales so you'll know how and where your work is being used.

I am a content user. What can Ozmo do for me?

Ozmo makes it possible for you to leverage the immense supply of fresh, user-generated content available online with the peace of mind that you have the legal rights to do so.

I'm a content sharing platform or a hosted blogging service. What can Ozmo do for me?

Ozmo can offer valuable services to your members and can provide a secondary revenue stream for your organization. Ozmo partners gain revenue when they allow members to apply the Ozmo link directly from their site and/or when they refer members to the Ozmo site.

Why does the market need Ozmo?

The online world is filled with user-generated content. There are 2 billion photos on Flickr and more than 100,000 videos are added to YouTube every day. Social media, podcasting, blogging, citizen journalism and mash-ups abound, driven by millions of artists, photographers, writers, producers and other creators. While open content shares sites provide a wonderful forum to bring content users and creators together, they have not provided a viable solution to license user-generated content for commercial purposes and we have already seen high profile litigation in the advertising, media and publishing industries. Content creators may not always want to charge for the use of their work, but when they do, then need a reliable way to do so. That's why we created Ozmo.

How does Ozmo work?

Users—buyers and sellers—start by setting up their Ozmo profile. To license their content, creators identify their work by applying the Ozmo link to it, setting-up their license(s) and publishing it. Buying content is just as easy. Buyers locate the content they want to use—either on the Ozmo site or another website—indicate how they plan to use the content and their one-year license arrives by email. It's fast, easy and legal.

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What does Ozmo cost?

Ozmo is free to use. There are no set-up fees and sellers can create as many licenses as they'd like. Sellers get paid when someone licenses their stuff. All transactions are handled by Amazon Payment Services (account required).

How does Ozmo make money?

When content is sold, the seller gets 70% of the sale price and Ozmo retains 30%. A percentage of this amount is shared with our partners who make Ozmo available on their site and promote it to their users.

Who is Ozmo?

Ozmo was created by the rights licensing experts at Copyright Clearance Center (CCC). A not-for-profit company, CCC's mission is to provide innovative licensing solutions for the seamless sharing of knowledge, today and in the future. Since 1978, CCC has provided businesses, academic institutions and others with the rights and permissions they need to use and share published content. More than 20 million people at corporations and academic institutions around the world rely on our services daily, and over the past 30 years we've distributed more than \$1 billion in royalties to the copyright holders we represent. In 2008, CCC expanded its services, providing licensing solutions for images, video and the many types of user-generated content found online today. To learn more about CCC visit www.copyright.com

What if I already have a creative commons license?

No problem. Ozmo works side by side with Creative Commons. The Ozmo licensing workflow fully supports Creative Commons' CC+ protocol for bridging the gap between commercial and non-commercial licensing. Apply the Creative Commons link to make it clear how your work is to be used non-commercially, and the Ozmo link for commercial uses.

Who does Ozmo compete with?

There are several content licensing solutions focusing on music, such as Magnatune and Pump Audio. However, there are no direct competitors for Ozmo. Ozmo is the first solution of its kind to offer a comprehensive licensing solution for independent, user-generated content

When will Ozmo be available?

Ozmo launches on November 19, 2008. Visit Ozmo at www.ozmo.com.

