

Model of Excellence

Company:

Business Model:

D&B Corporation
Short Hills, New Jersey
www.dnb.com

Mixed Models:
Licensed for Re-Distribution

Overview of General Business Model Characteristics

The Mixed Models: Licensed for Re-Distribution model represents a fairly new approach to revenue generation based on licensing data to other Web sites, usually for free re-distribution. The risk, of course, is that the database owner cannibalizes its existing subscription revenue if it is selling what others are giving away. However, for advertising-supported databases, it is very desirable to be on other Web sites because it increases traffic against the database, to the benefit of advertisers. When the database is licensed without charge to a third-party site, or where the database owner pays a fee for its database to appear on a third-party site, this is instead called syndication. The Licensed for Re-Distribution model deals with subscription-based datasets.

Models of Excellence Benchmarks

D&B has moved from a very conservative stance regarding Web distribution of its database content, to a very progressive posture, as evidenced by this new product offering. The twist is that the data is bundled with a powerful and customized search engine. Specific features to note:

- The **i411** search engine can be customized to meet the specific needs of licensees
- The embedded “by the slice” purchase option allows the user to purchase a full **D&B** record on an a la carte basis
- Pre-packaged selections of **D&B** data are offered to simplify the sale
- The **i411** interface offers powerful searching capabilities

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