



Content Asset Licensing

Extend the impact of custom-content for wider audience engagement

Secure permissions for continued use or broader distribution of content created for a Knowledge Hub, Conference Hub, or a standalone, Wiley-published education or learning resource.



The value of Content Asset Licensing

- Ensure compliant content use across additional initiatives
- Extend the life and reach of authoritative editorially-led content
- Seamlessly renew permissions guided by licensing experts
- Standard rights package allows a wide range of intended reuse purposes tailored to your content needs

Considerations

- Leverage Content Asset Licensing to:
 - Host content on your website
 - Reuse content for internal training
 - Distribute content proactively for marketing purposes
 - Use content for non-certified educational purposes
- Offered for a 1- or 2- year period.
- Pricing dependent on the content asset/ product type sought for extended licensing.

Application examples

- Key Opinions in Medicine
- Essential Knowledge Briefings (EKBs)
- Infographics
- Video Abstracts
- Expert Commentary
- Supplements/Special issues
- Webinars (Wiley)



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Our extensive portfolio of peer-reviewed content, journal brands, and society partnerships lend trust, credibility, and reach to your messages and education. Medical affairs, publications, marketing, and brand teams rely on our editorial and digital marketing expertise to modernize and deepen practitioner engagement.



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