

Q&A: FT Education Licences

What is changing?

The FT is extending its multi-platform licence to the academic market. The purpose of the multi-platform licence is to ensure that customers of the Financial Times only pay once for unlimited access to FT journalism across FT.com and third party news aggregation platforms.

Who is affected by the change?

Academic users of third party news aggregation services without an FT licence can currently access FT content 24 hours post publication. From 1 August 2013, these users will be able to access FT content that is 30 days post publication and will need to purchase a licence for anything more recent via these channels.

Which third party news services are impacted?

The third party news aggregators in the academic market that provide access to the Financial Times are Cedrom SNI, Dow Jones Factiva, ESO (Cardiff University), GALE, LexisNexis, Newsbank and ProQuest.

What if my organisation already has an FT licence?

For academic institutions that already have an FT education licence there will be no change. Please contact the FT to ensure that your existing licence grants you the right to unlimited access to FT content via the third party news aggregators of your choice. Please refer to ft.com/education for a list of available third party news aggregators.

Why is this change being made?

We would like to establish direct relationships with academic customers and offer them the benefits of multi-platform rights, so customers can access FT content across multiple platforms for one subscription payment. Direct relationships with customers will lead to better insights into our customers' requirements.

Why is it 30 days post publication?

Discussions with FT academic customers have indicated that there are two distinct ways that the FT is used - for current awareness and for research. 30 days marks an effective difference between these two requirements.

Is FT content currently available on third party news aggregators?

FT content is currently embargoed by 24 hours for academic customers who do not have an appropriate FT licence. Customers with an appropriate FT licence can have unlimited access to the latest FT news on a variety of third party news aggregation services, as well as FT.com.

Will FT content still be available on existing academic third party aggregation services after 1 August 2013?

We are in discussions with all our third party news aggregators that serve the academic market to explore a number of different models. These include availability of a 30 day embargoed feed for all users and a day-of-publication feed for those with an FT licence. Please refer to ft.com/education to see which third party news aggregators offer these options.

What is the cost of an FT licence for my organisation?

For academic institutions the price is £109, €129 or \$129 (ex VAT) per user per annum. The cost of a licence is based on the number readers who make frequent use of FT content, so academic organisations are not paying for those who do not use the FT. The cost per reader decreases as more seats are purchased and is the same irrespective of the number of channels used. The FT's prices in the academic market are at a significant discount. The retail price for an FT.com individual subscription is currently £353, €416 or \$446 per year.

Can students or faculty access the latest FT articles without an FT licence?

Anyone can register on FT.com and access up to eight articles a month for free. The price of an annual individual subscription for unlimited access to FT.com is £353, €416 or \$446.

Who do I contact to discuss a multi platform licence?

Please email the FT at ftsales.support@ft.com or call +44 (0)207 873 4001 or +1 877 843 3399 (US toll free).

How has the FT innovated for the benefit of your academic subscribers?

As a direct result of suggestions from our academic customers, the FT created an annotation sharing tool called FT Newslines in October 2011. More than 115 academic institutions worldwide already subscribe to FT.com and 40 business schools are sharing their insights on emerging global events via the FT Newslines service.