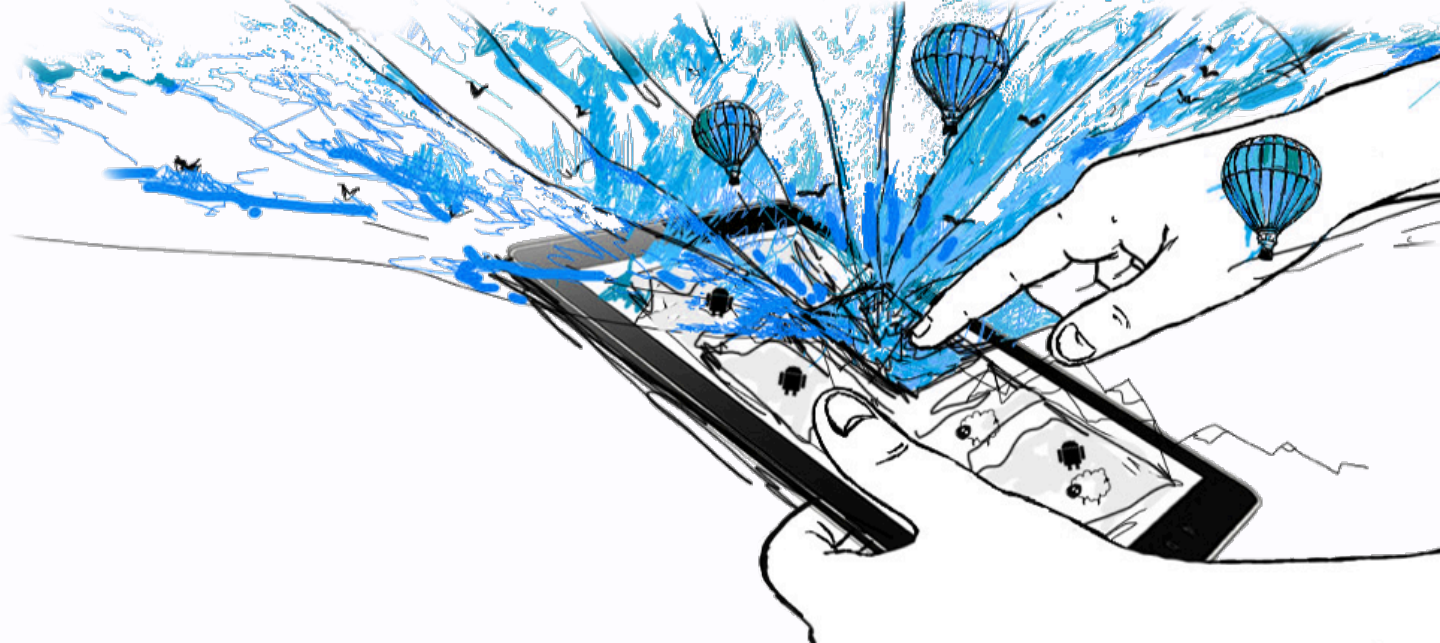


Italiana Lato Regular Economica Marvel Bold
Varela Round Play Display Lobster Two Regular
EB Condensed Allura
Felina Lekton
Advent Hotel
Merriweather Stoke
Kreon Light Gruppo Sale Street Prata
Exo Regular Nova Round Book Bubbler One
Amethysta
Unifamilia Macuntia
Monkey Dancin' Robot
Flowers Into Light
Lancelot
Vidaloka
Pimp

FONT ISSUES ARISE *in the wake of the* FLASHPOCALYPSE



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NEW FONT LICENSES PRECISELY DEFINE SCENARIOS FOR USAGE IN DIGITAL ADVERTISING

The industry transition from Flash to HTML5 has exposed widespread noncompliance with a new type of license requirement covering the most commonly used fonts in digital advertising.

For dynamic digital creative; where text within the ad unit changes based on data triggers about the user's context, environment and demographics, this issue arises more dramatically. Traditional digital ads are not impacted by this new licensing, but do require the standard licensing of the font at the production level.

BACKGROUND

Fonts are legally considered computer software, and require a license to use and display them for commercial purposes.

Historically, the definition and licensing of fonts has primarily focused on desktop fonts, but web fonts have their own set of rules.

Desktop fonts are defined as a license an individual owns to view and use a font on their computer and send documents with that font to another computer. For the font to be used in communications and messages, both the sender and recipient users will need to have a license to the font and have it installed in order for it to render correctly.

Web fonts, by contrast, require a font to be installed in the browser in order for the end viewer to see the font rendered correctly. While not all systems have the same fonts installed, you can use a **web safe font** that is likely to be installed on the various operating systems that most computers support.

(click [here](#) to see a list of web safe fonts)

The rapid evolution of cloud computing and web-based word processing has continued to blur the line between desktop and web usages for fonts, but from a licensing perspective, web and desktop worlds are still different.

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what is a font license?

A font license grants the owner the right to use a typeface in a specific manner as outlined in the license. Every typeface comes with a license of some sort. In addition, every designer has the right to create a license of any type.

The rules and restrictions around the use of a font is included in End User Licensing Agreement (EULA) that is included with every font download. The EULA is a legally binding contract between the font designer and the end user. When an individual purchases a font, they are agreeing to use the font in a specific way, and many have found themselves outside of the lines with the newest advances in digital advertising.

TYPES OF FONT LICENSES

Desktop License

The most commonly used is the desktop license. Users install a font on his or her personal computer and use it in any applications that contain a fonts menu. This includes word processing and presentation applications, as well as graphic design suites.

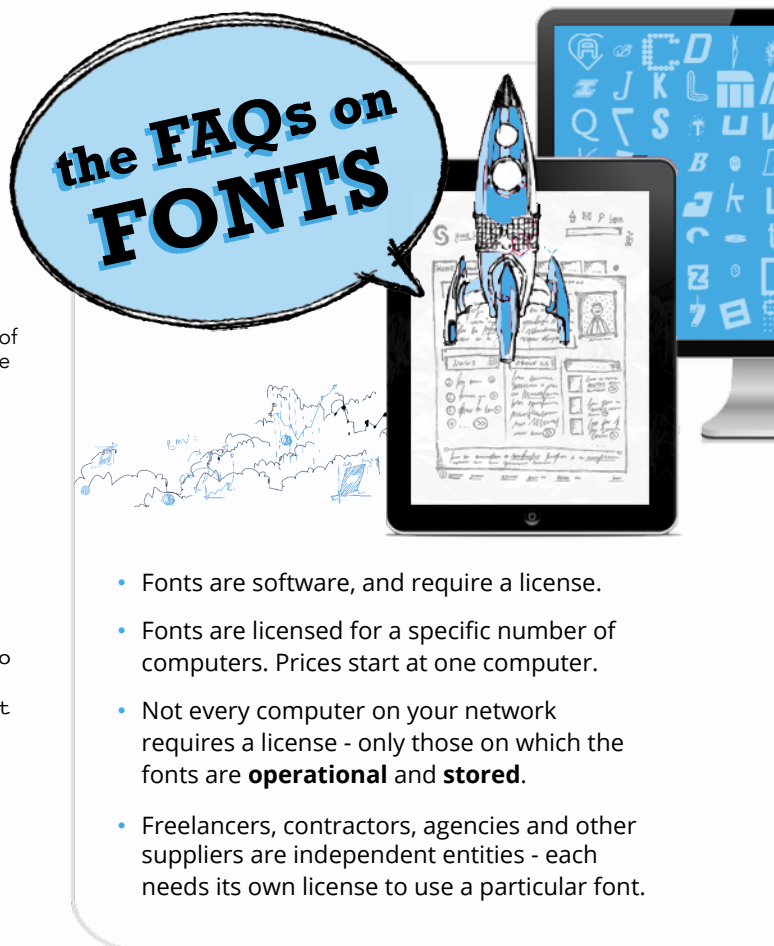
With this license, the end use can be a print documentation OR a static digital image, regardless of where that image is used including the web or mobile applications. For many digital advertisers, this is a viable option for high-impact advertising without a specific need for dynamic text.

Web Font License

The vast majority of web fonts are licensed with a Pay-Once model. This model charges a flat fee for a web font license that can be used online as up to a specific traffic volume number. This license is used most commonly in content websites owned by a group, company or person.

Digital Advertising

This type of font license is specifically for use in advertising on web or mobile platforms.



the FAQs on FONTS

- Fonts are software, and require a license.
- Fonts are licensed for a specific number of computers. Prices start at one computer.
- Not every computer on your network requires a license - only those on which the fonts are **operational** and **stored**.
- Freelancers, contractors, agencies and other suppliers are independent entities - each needs its own license to use a particular font.

Unlike the flat files of the past, HTML5 ads must download and install fonts to a browser while the ad is loading in order to showcase correctly.

Despite the subtle difference in delivery, this industry trend has a deep impact on the licensing rights described above. Each designer must purchase a specific license that accommodates for the end viewer to have the font downloaded to their screen.

Digital advertisements have different usage patterns compared to websites. Most websites generally have consistent number of page views month-to-month whereas advertising impressions can vary month-to-month. Prices reflect this, making it much less expensive to use a Digital Ad license.

If the number of impressions in a digital ad campaign is known, that amount can be ordered before the campaign begins.

For campaigns where number the impressions is known at the end of the campaign, the holder of a font license can pay as they go.



WHY DIGITAL ADVERTISING LICENSES ARE PREFERRED

- Advertisers can use this type of license to embed fonts into digital ads, such as ads built using HTML5.
- The Digital Ads EULA having terms that enable usage in digital ads and on advertising networks.
- A kit containing web fonts that can be used within digital ads, such as banner ads. This kit may be shared with third parties who are working on your behalf to produce the ad creative, however the advertiser is wholly responsible for it.
- As outlined above, some advertisers will get a better rate for Digital Ad Licenses than for Web Font licenses, making it a more cost effective option.

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the flashpocalypse survival kit

COMPLIANCE STRATEGIES

There are numerous solutions exist to help advertisers navigate the font licensing landscape. Flashtalking recommends the following avenues as it best fits the advertiser's needs:

- **Use web (safe) fonts with fallback rendering**
These fonts are free for use but in the few cases where the font is not pre-installed on the browser, the copy will render to a fall back option, that might cause the end visual to look different from how the ad designer intended.
- **Source a similar font from a foundry**
There are a host of fonts available at low or no charge. Any existing font likely has an open source “sister” that looks similar enough for the viewer. This is a viable option for the vast majority of online advertisers.
- **Purchase digital advertising license**
In some scenarios, an entire creative strategy is build around the use of a specific font. These advertisers will need to ensure their licensing is up to date and correctly reflects usage.
- **Avoid live fonts by using images**
This options works well for small-scale creative campaigns, but is not viable for any dynamic creative ads where live text is required.
- **Design your own font**
Some advertisers have already done this and therefore own complete rights to their font. The only caveat for this option is to ensure there is not a base font that holds a specific licensing requirement attached to the custom font.

SCENARIOS THAT LEAD TO NONCOMPLIANCE

The ever-changing environment of digital advertising lends itself to a few scenarios where advertisers may unwittingly be breaking the law. The most common scenarios are below:

NOT OWNING THE LICENSE

Frequently seen when the advertiser nor the creative agency purchase the license, but assumes the other did.

USING THE WRONG LICENSE

If advertisers with desktop licenses believe it covers all uses and ignore the need for web and digital licenses.

CUSTOMIZING LICENSED FONTS

If an advertiser develops a custom font that is rooted in an existing font, a specific license must be purchased.

Italiana Lato Regular Economica Marvel Bold
Varela Round Playfair Display Lobster Two Regular
EB Garamond 12 Balthazar Roboto Condensed Allura
Felipa Bohemian typewriter Open Sans Lekton
Advent Pro **BADABOOM** Kelly Slab Grand Hotel
Merriweather PT Mono Comfortaa Light Stoke

CONCLUSION

As the world of digital advertising continues to evolve, it is incumbent upon the creative community to ensure proper communication and protections for intellectual property. For both Advertisers and Font Designers, various outlets have emerged to ensure all needs can be met through creative means. Flashtalking aims to outline this issue and provide clear understanding of all the avenues available to digital advertisers and designers, allowing them to make the best decisions possible.

For more information on Font Licensing contact us at sales@flashtalking.com

Crete Round Happy Monkey Dancing Script
Tenor Sans Montserrat Shadows Into Light
Petit Formal Script Belgrano Regular Lancelotti
HeadlandOne Cedarville Cursive Vidaloka
Architects Daughter Yeseva One Imprima
Overlock Regular **Sarina** Clicker Script Regular
Exo Regular Nova Round Book Bubbler One
PERMANENT MARKER Merienda Amethysta