

⑥ Our work with Monotype has made the impossible possible...
Neil Bailey, IT Director, IPC

CUSTOMER REPORT

Controlling font licensing without
limiting creativity in publishing


fontwise™
from Monotype



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Chris Glynne, Head of Magazine Technology, IPC



⑥ I think that the work with Monotype enabled us to take the steps necessary to achieve font legality and equally important – to maintain that legality. I don't think that we would have been able to do this without Monotype's help.
Simon Twigger, Senior Project Manager



IPC Case Study



Leading the way to easy font licence control and purchase

IPC Media is a wholly owned subsidiary of Time Inc., the publishing division of AOL Time Warner, and is one of Europe's largest magazine publishers. With around 100 titles, IPC sells literally millions of magazines each week with major brands as diverse as Marie Claire, NME, Country Life and What's on TV. Over 64% of adults in the UK read an IPC magazine.

As one of Europe's most successful publishers with strong advertising revenues despite the currently challenging climate, IPC is leading the way in implementing a unique font licence management service from Monotype.

The Challenge

For eight years, IPC searched for a solution to help manage the process of font acquisition and licensing. IPC licensed thousands of fonts that had been acquired on an ad hoc basis by magazine art directors. Controlling the distribution and use of fonts throughout the organisation was a full time concern for IT management. Tracking purchasing was difficult and since there appeared no foolproof way of checking the total number of licences required, an enterprise-wide licence was purchased as a catch-all. But was this necessary? More to the point, how could the company clearly prove that it was correctly licensed and therefore legal without a management system in place?

The Team Leaders

Simon Twigger, Senior Project Manager, was the man tasked with making this happen. Responsible for the centralisation of IPC's network, which is spread over five remote sites, Simon understands the importance of fonts within the creative process at IPC. Rather than imposing restrictions on the fonts available, Simon has worked closely with art directors to determine a realistic way of implementing a management system capable of supporting font licensing in the long-term.

Chris Glynne, Head of Magazine Technology at IPC spearheaded the initiative. He feels strongly that as a company producing creative work, IPC has a duty to protect the intellectual property of font designers.

⑥ “As designers and publishers of magazines IPC Media recognises that it is unethical to use the product of another designer without a legal right to do so. Fonts are valuable assets to a publisher and need to be correctly licensed” he comments.

As a team, their goals were to:

1. Ensure that the company was operating legally
2. Centralise and simplify the font licensing process
3. Maintain transparent real-time records of font licences
4. Maximise cost efficiency of font purchases.

The Solution

After an exhaustive evaluation of many software auditing tools and consultancy services it was clear that the only satisfactory solution to IPC's font licensing requirements would be Fontwise, from Monotype. This system comprises of a unique utility to search and list every font installed on each client across the network; a service to reconcile existing fonts with existing licences in the form of a database and the creation and management of an online central font database for IPC. This allows total transparency of a company's licensing position and control over font licensing per magazine to IT management. For art directors, the font database provides immediate access to over 31,000 fonts from over 200 foundries from around the world. Fonts can be viewed and tried with an on-line font sampler – so when deadlines are tight there's an instant solution.

The Audit

Simon implemented the Fontwise ListFonts utility on over 600 Macs, which enabled a complete list of all fonts installed throughout the business to be generated. Along with this list, Simon collected a stack of paper licences and submitted them to Monotype.

This complete list, comprising some 11,064 fonts by magazine, was then analysed against licence records. Monotype then produced a complete font database by magazine and each art director was then invited to select the fonts they wanted to keep, along with the number of user licences required. This produced a list of 8,347 fonts for deletion. Of the 2,717 fonts actually required by the business, only 1,349 fonts had licences.

Monotype then created an online database highlighting font usage by magazine title. This listed each title's selected fonts and number of licences available. At any point in time the number of licences in use can be seen and users on one magazine can also search across the group for spare licences on other magazines to use instead of purchasing new licences.

Very little has changed about the way in which the creative teams work, but the process is now centralised, streamlined and simultaneously updates the company's licensing position. Simply put, the art directors see a font they like, go to the database to find it and then purchase a licence. The font is immediately downloaded. Monotype also sources fonts from different suppliers upon request and stores the licence information for these fonts within the same on-line database.

Simon implemented the Fontwise ListFonts utility on over 600 Macs!



The Benefits

⑥ Simon gives some insight on how Fontwise has helped: "...things are a lot easier now than they ever were before. Number one – we know that we are legal. The initial audit has helped us reduce our licensing commitment by over 200 licences accurately and this has helped to centralise purchasing. Two Help Desk staff now use the database as a management tool, saving time. Workflow is definitely more centralised but that hasn't negated any independence that the art directors have in choosing the fonts they want. The Type It browser is a great tool, as it enables art editors and directors to try out different fonts before they commit to purchasing.

Overall, Fontwise makes our (IT) side of that process a lot easier because at the end of the day we have to audit to make sure that we are legal – the art directors get on with their job – i.e. producing magazines, while we cover the back end. They don't see much effect – but we do.

A lot of people don't understand font licensing and up to now the process has seemed too daunting – Monotype is helping to make this process smoother. Their service is excellent – they really know their business.

I think that the work with Monotype enabled us to take the steps necessary to achieve font legality and equally important – to maintain that legality. I don't think that we would have been able to do this without Monotype's help."

Neil Bailey, IT Director at IPC added:

"For many years it looked like legitimising our font licences was an impossible task. Our work with Monotype has made the impossible possible and IPC Media is delighted that we now have the right tools and processes to ensure continued legitimacy of our font library without restricting the creativity of our designers."

John McCallum, Managing Director of Monotype concludes:

"We are realistic about the need to work closely with customers to help them find viable ways of managing their font licences. Our mission is to educate customers about their licensing responsibilities and help them to fulfil them. Fonts are so often overlooked as software resources in many organisations. In the creative world they are significant assets contributing to brand identity."



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Chris Glynn, Head of Magazine Technology, IPC

Find out how Fontwise™ can help you.

Contact Monotype today on 0800 371242 or
take a look at www.fontwise.com

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