



Project Syndicate Taps Creative Licensing International to Boost North America Content Distribution

Publisher Marks 30 Years of Sharing Award-Winning Content from the Greatest Minds in the World

(Glen Ridge, New Jersey, USA – January 23, 2024) – [Creative Licensing International](#) (CLI), a top digital consultancy helping publishers and content producers generate revenue and broaden their reach in untapped markets and distribution channels, today announced that [Project Syndicate](#) (PS) has selected them to manage its North America content licensing.

Project Syndicate produces high-quality, original opinion commentaries by the most informed, and influential voices from around the world. Topics cover everything from international economics, finance, politics and world affairs, sustainable development, culture and society, and growth and development. Members include 500+ media outlets in over 156 countries. In 2023, 688 contributors were published, and translated in 66 languages.

We're excited to work with Creative Licensing International to expand our content into North America," said Nicolas Chatara-Morse, Project Syndicate's CEO. "CLI has deep expertise in the global media community and are helping us develop a robust revenue channel and distribution into North American media outlets. The timing is perfect as we celebrate PS's 30th anniversary — continuing our mission to provide all people – wherever they live, whatever their income, and whatever language they use – access to the highest-quality analysis, from a broad range of perspectives, of the events, trends, and forces shaping their lives," he added.

In the past year *Project Syndicate* commentaries were published a total of 18,350 times around the world. Contributors are politicians, policymakers, scholars, business leaders, and civic activists including: Slavoj Žižek, Nouriel Roubini, Mohamed A. El-Erian, Joseph Stiglitz, Ashoka Mody, Nina L. Khrushceva, Antara Haldar, Anne O. Kreuger, Mariana Mazzucato, Jayati Ghosh, and more.

"All media outlets, regardless of size or editorial budget, can now offer analysis by distinguished authors on a wide range of topics," said Paul Gerbino, President of CLI. "This is a great opportunity for editors to raise the "editorial bar" for their readership, deepening their



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understanding of the forces and trends impacting the world. We're proud to represent such a high caliber publisher," he added.

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Publishers can access PS content in a variety of ways – in their email inbox– via the Editors' Intranet (EdNet) web portal; via their content management systems (direct integration); and access to high-resolution author photos. Weekly advisories are also shared to let editors know which commentaries are forthcoming.

For more information about PS products and authors, click [here](#) or contact [Daniel Schaible](#), head of Operations and Customer Success at Creative Licensing International — daniel@cliemail.com.

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About Creative Licensing International (CLI)

[Creative Licensing International](#) (CLI) is a top digital media consultancy that finds opportunity and sources of new revenue for its publishing and content producing clients. CLI helps publishers generate incremental revenue streams and broaden reach in untapped markets and distribution channels. It develops digital media strategies and sound content licensing partnerships primarily with syndication, aggregation, collective rights and publishing technologies organizations. Clients include content creators and publishers in the B2B, B2C, and STM markets as well as the scholarly and academic market. CLI also assists content aggregators in sourcing content and data feeds for use in their current awareness and research services, and for their online storefronts selling print and digital publications. For more information visit <https://creativelicensinginternational.com>. A free subscription to CLI's twice-monthly newsletter is available at <https://creativelicensinginternational.com/subscribe>.

About Project Syndicate Organization

Founded in 1995, [Project Syndicate](#) is celebrating 30 years of producing and delivering original, high-quality commentaries by the most informed, insightful, and influential voices around the world. By designing customized content packages for its publishing partners, Project Syndicate provides exclusive analysis on international economics, finance, politics & world affairs, sustainable development, culture & society and growth & development. Members include 500+ media outlets in over 156 countries. Educational subscriptions for students, professors, and academic institutions are available. In addition to original content, PS hosts events, a quarterly magazine, and a weekly newsletter reaching 220,000 subscribers. For more information, visit <https://syndication.project-syndicate.org>.



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