



Transform your content into capital.

As a publisher, you own valuable content. Our customized licensing opportunities, accolade programs, ecommerce storefronts, reprints, and other innovative revenue streams can help you turn up the volume on profits.



Falconer fundamentally transforms how content sales and licensing opportunities are discovered and monetized—and is available only from YGS.

With this revolutionary YGS technology, sales reps spend much more time selling and less time searching. Working smart behind the scenes, Falconer meticulously searches properties to find positive articles that represent licensing opportunities. The proprietary artificial intelligence driving the process grows smarter because of ongoing feedback from expert reps.

Deeper insights than any machine on its own could achieve, greater efficiency than any human could attain, AI with human interaction results in the most thorough analysis of your content to take lead generation to the next level.

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