



# Monetising Digital Assets with API Management

Oxford Dictionaries API

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Excellence in research, scholarship, and education by publishing worldwide

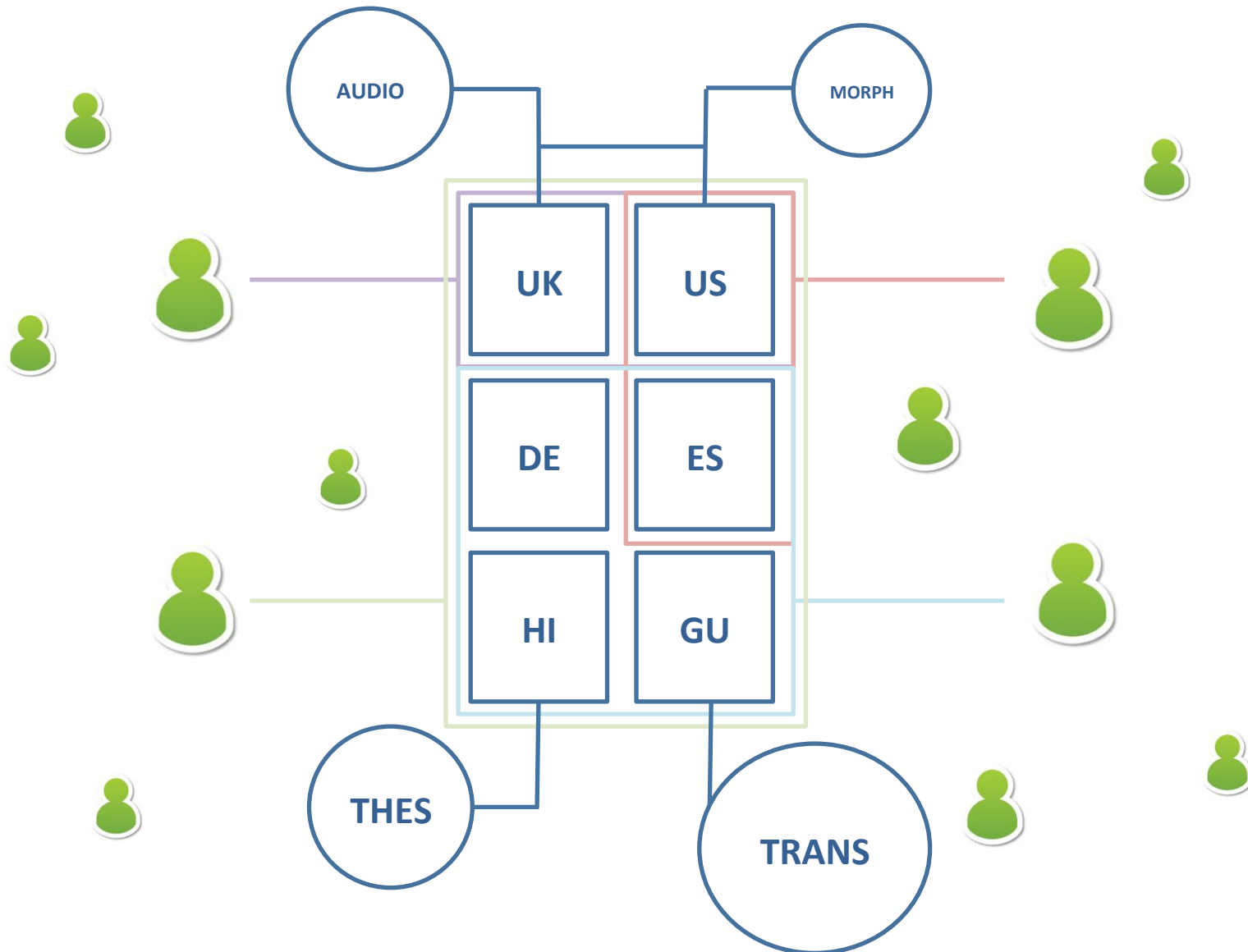
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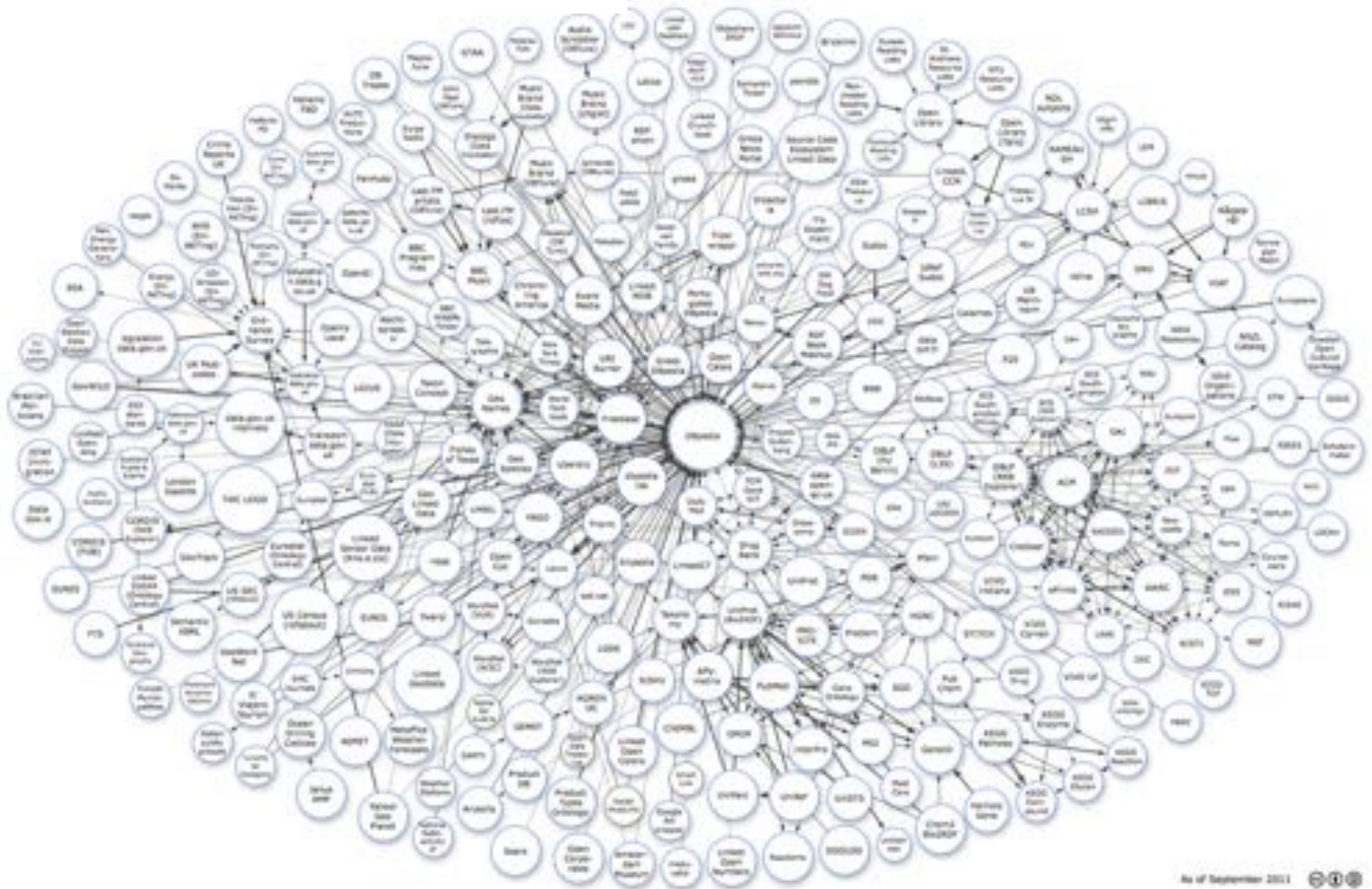


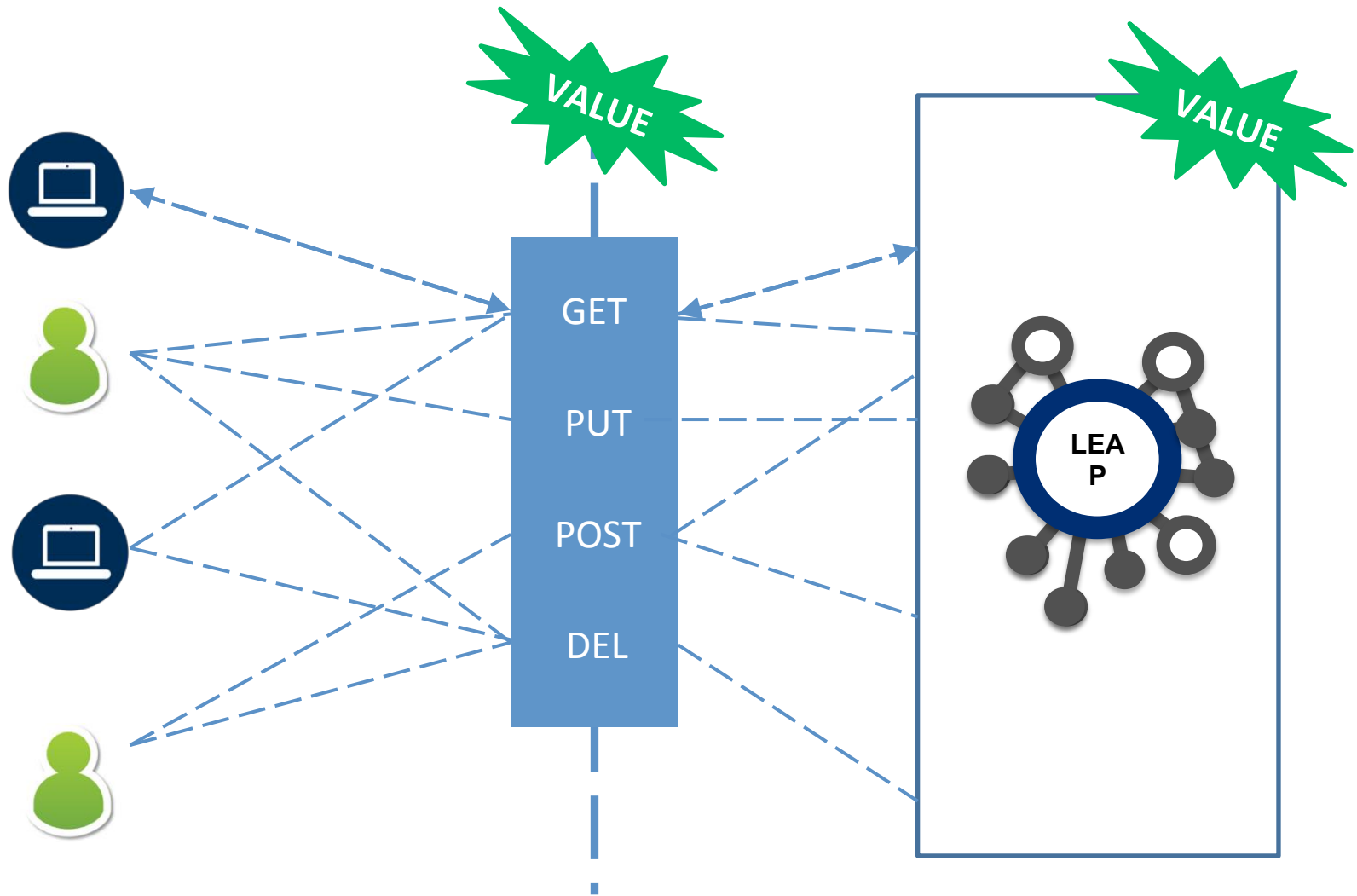




**So why API?**







## Oxford Dictionaries API goals

Complement bulk data delivery

Increase licensing revenue

Enable new products

Support OUP mission



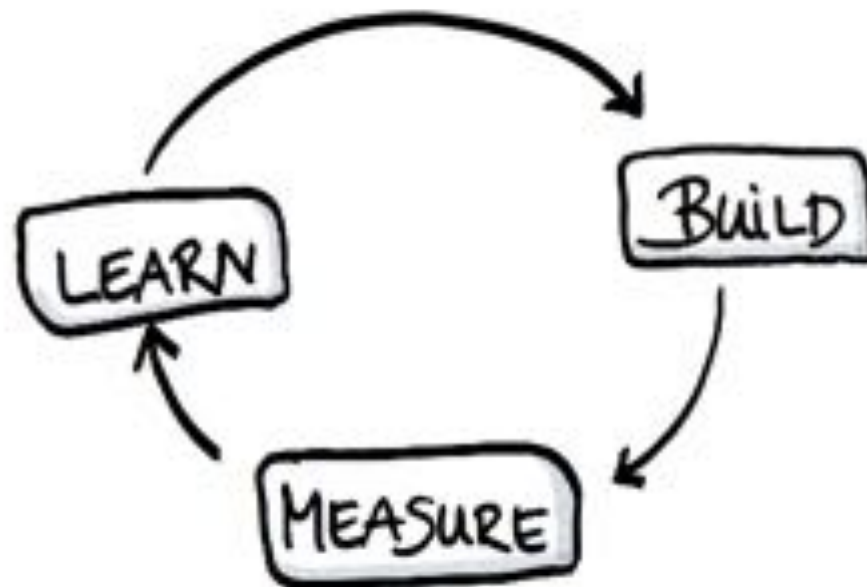
## Oxford Dictionaries API GOALS

Make it easier to integrate our data

Learn about and develop  
our data



# Development process



## Build

### Dictionary entries

GET	/entries/{source_lang}/{word_id}	Retrieve dictionary entries for a given word.
GET	/entries/{source_lang}/{word_id}/regions={region}	Specify GB or US dictionary for English entry search
GET	/entries/{source_lang}/{word_id}/{filters}	Apply filters to entry search.
GET	/entries/{source_lang}/{word_id}/definitions	Retrieve only definitions in entry search.
GET	/entries/{source_lang}/{word_id}/examples	Retrieve only example sentences in entry search.
GET	/entries/{source_lang}/{word_id}/pronunciations	Retrieve only pronunciations in entry search.

Show/Hide | List Operations | Expand Operations

### Lemmatron

GET	/inflections/{source_lang}/{word_id}	Retrieve lemmas for a given inflected wordform.
GET	/inflections/{source_lang}/{word_id}/{filters}	Apply filters to Lemmatron response

Show/Hide | List Operations | Expand Operations

### Translation

GET	/entries/{source_lang}/{word_id}/translations={target_lang}	Find translation for a given word.
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## Measure

SEARCHES ON OXFORD DICTIONARIES



US



## Developer relations



API mailbox



Use Trello for logging feature requests (maybe make it public)



Forum



Twitter account (@OxfordWordsAPI)



API competition



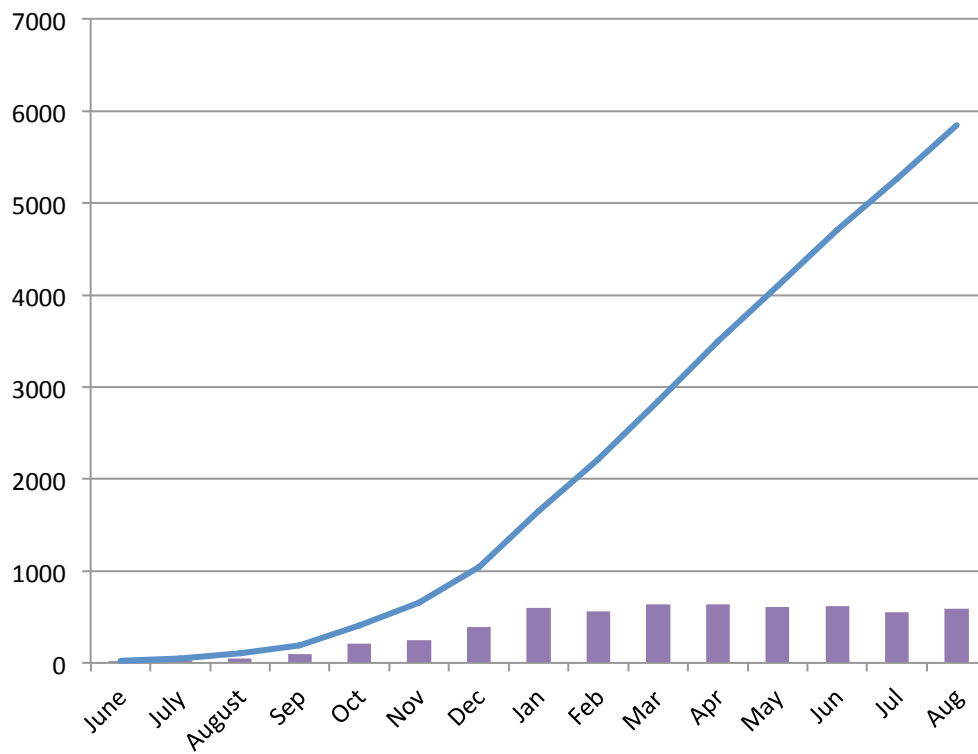


**Creating the business model**

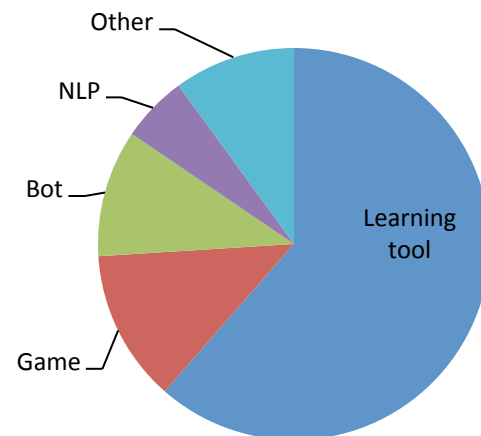
## Business model

FREE	BASIC	PRO	PREMIUM
Full data access Full functionality  3,000 requests  £0 <sub>pm</sub>	Full data access Full functionality Caching 10,000 requests  £10 <sub>pm</sub>	Full data access Full functionality Caching 100,000 requests  £50 <sub>pm</sub>	Full data access Full functionality Caching 500,000 requests  £200 <sub>pm</sub>

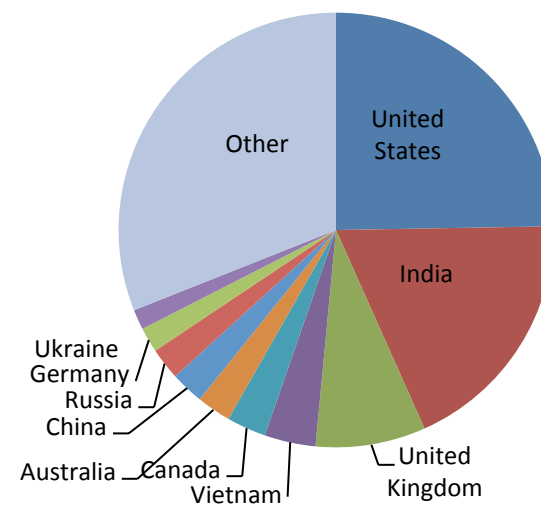
## Cumulative registrations

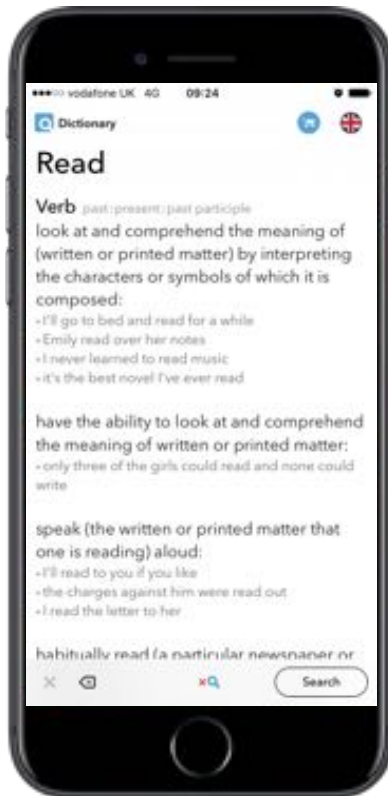


## Intended use of the API\*

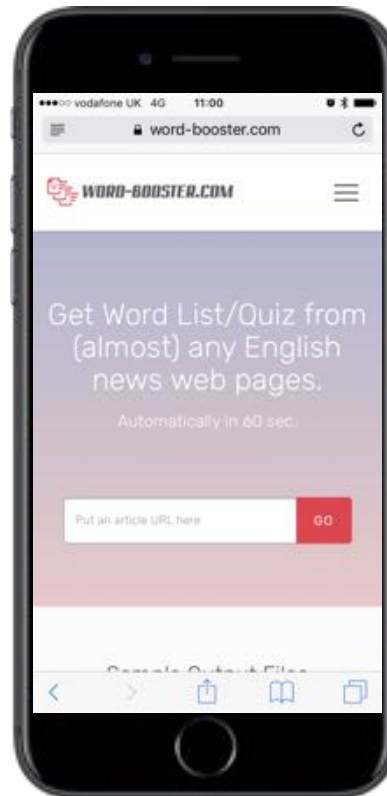


## Top Countries

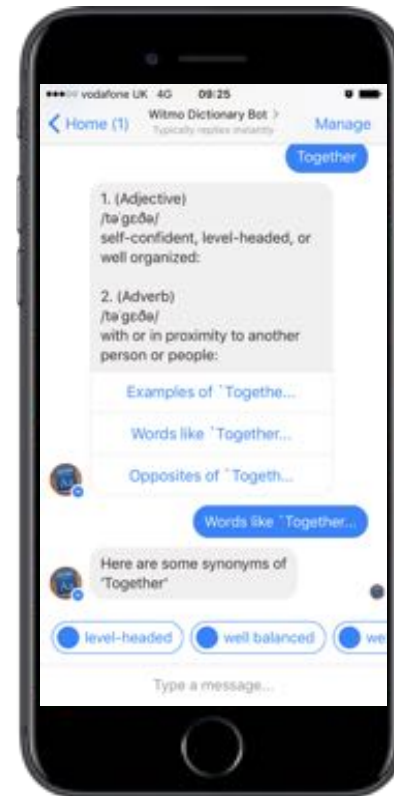




Hyperborea



Word Booster



Witmo

**Where next?**





Driving usage



LexiStats launch








API productization



Business model experimentation

**Lessons learned**

-  Documentation is key – make it open!
-  Focus on the developer experience
-  Test your assumptions
-  Be honest
-  It's about the data, not the API



# Oxford Dictionaries API

Enhance your app with our world-renowned dictionary data.

GET STARTED

## Questions?

<https://developer.oxforddictionaries.com>