Monetising Digital Assets with API Management

Oxford Dictionaries API

Phil Reimann
Senior Product Manager, Licensing
October 2017

Oxford Dictionaries

Powered by OXFORD

Excellence in research, scholarship, and education by publishing worldwide

Largest university publisher in the world

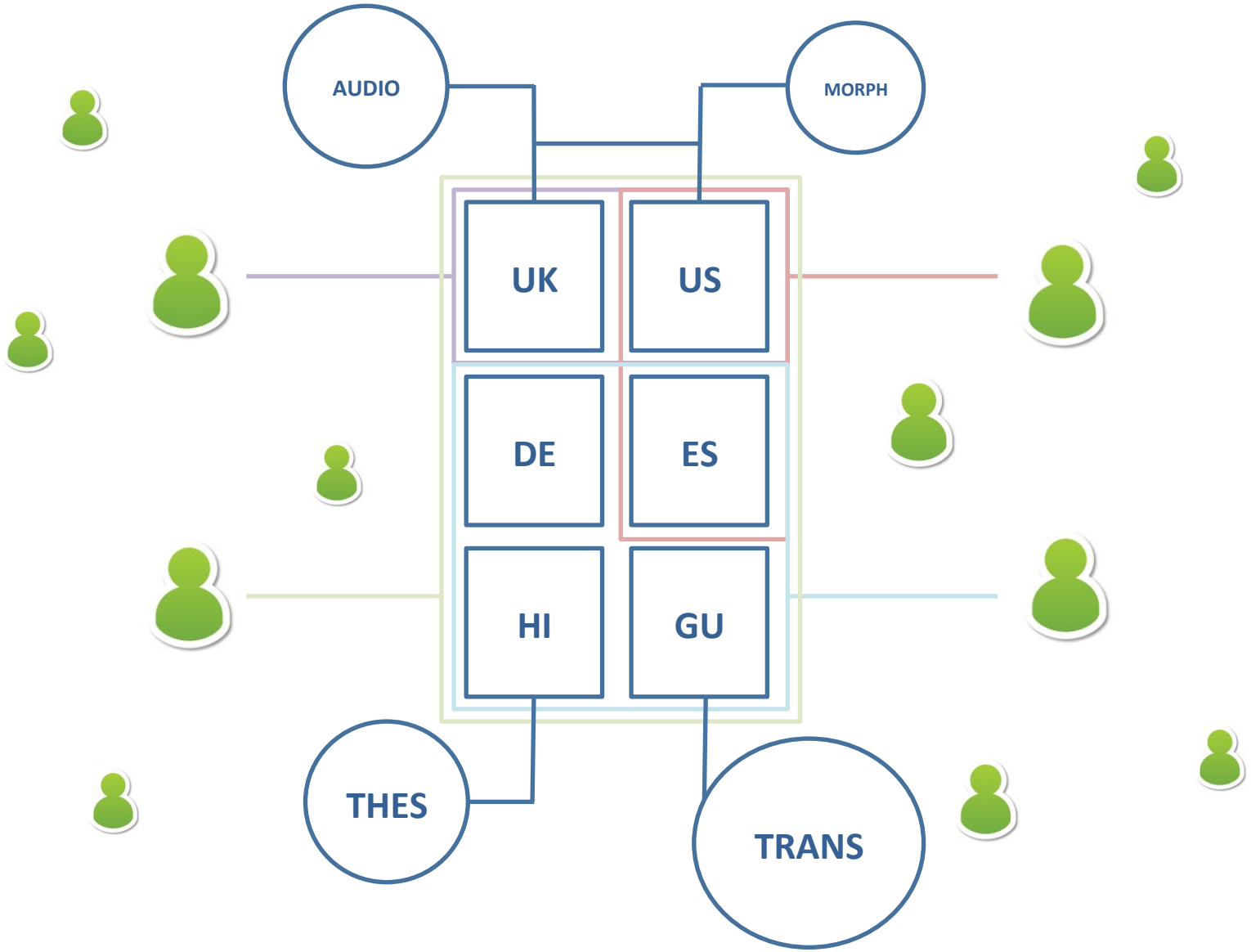
Publishes in over 40 languages

60+ worldwide offices

Oxford Dictionaries
Powered by OXFORD
facebook
YAHOO!
amazon
SAMSUNG
bing
zynga
iOS
Microsoft
Google
PlayStation

Oxford Dictionaries

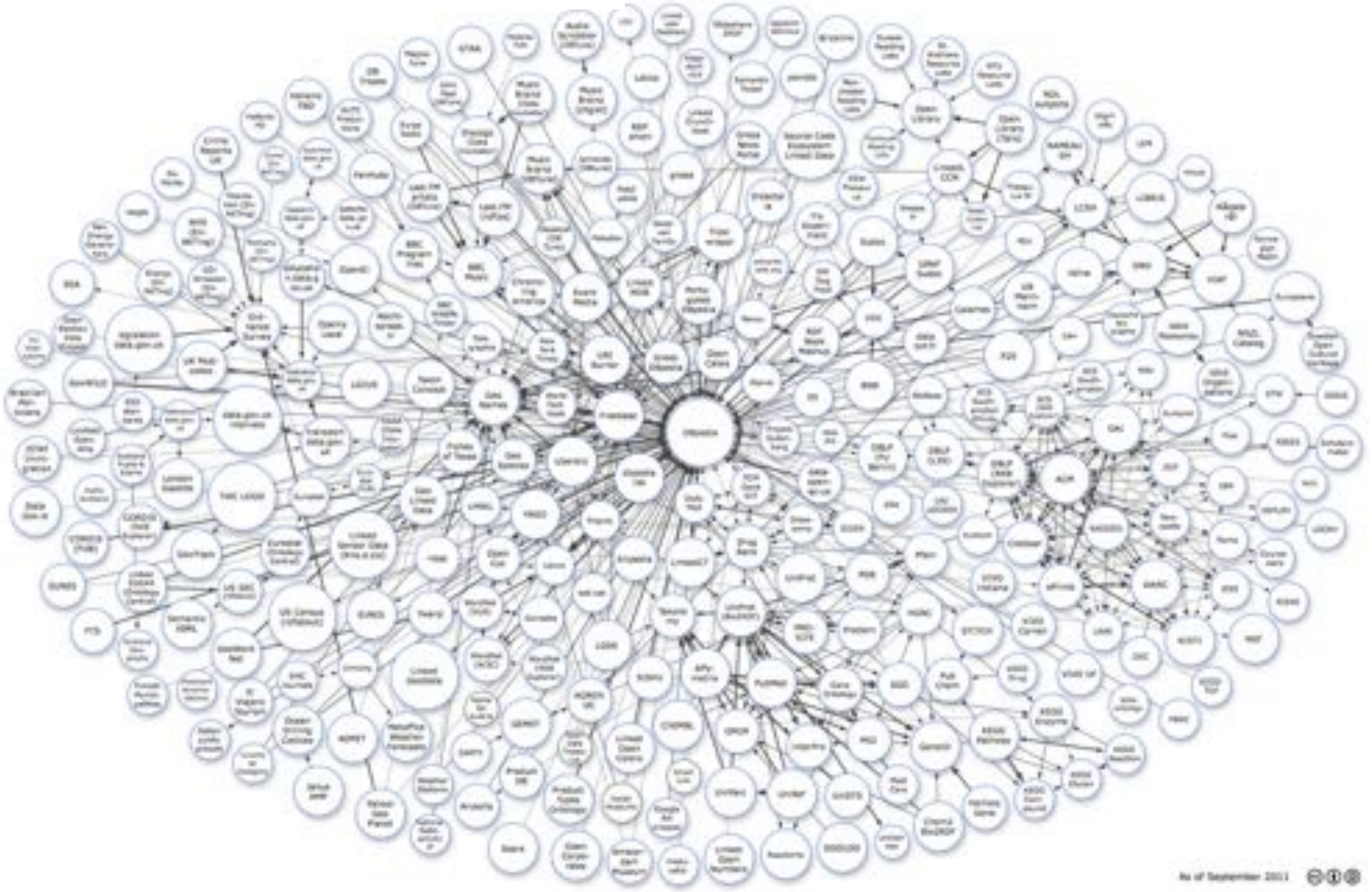
Powered by OXFORD



So why API?

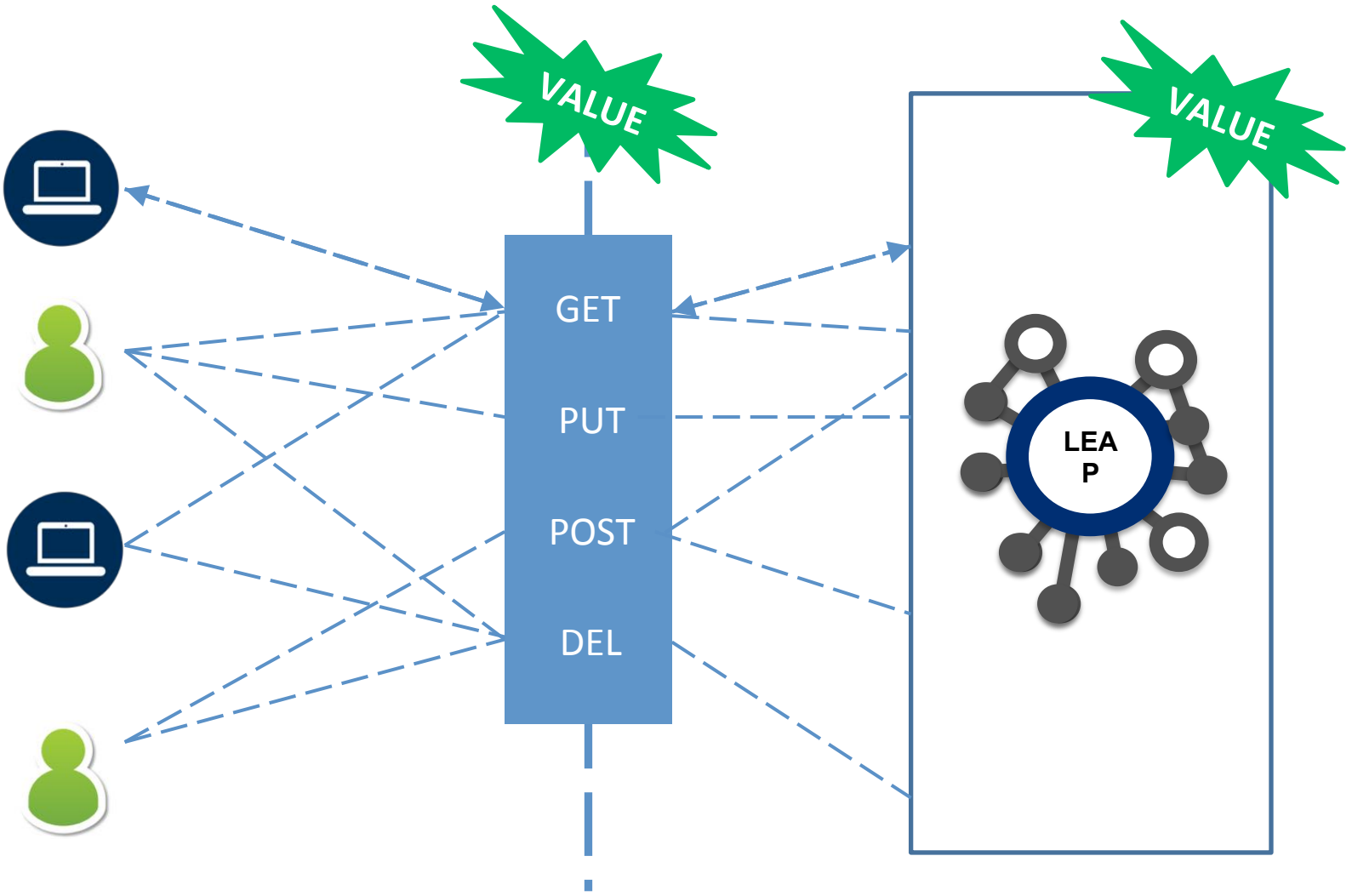
Oxford Dictionaries

Powered by OXFORD



Oxford Dictionaries

Powered by OXFORD



Oxford Dictionaries

Powered by OXFORD

Oxford Dictionaries API goals

Complement bulk data delivery

Increase licensing revenue

Enable new products

Support OUP mission

Oxford Dictionaries API GOALS

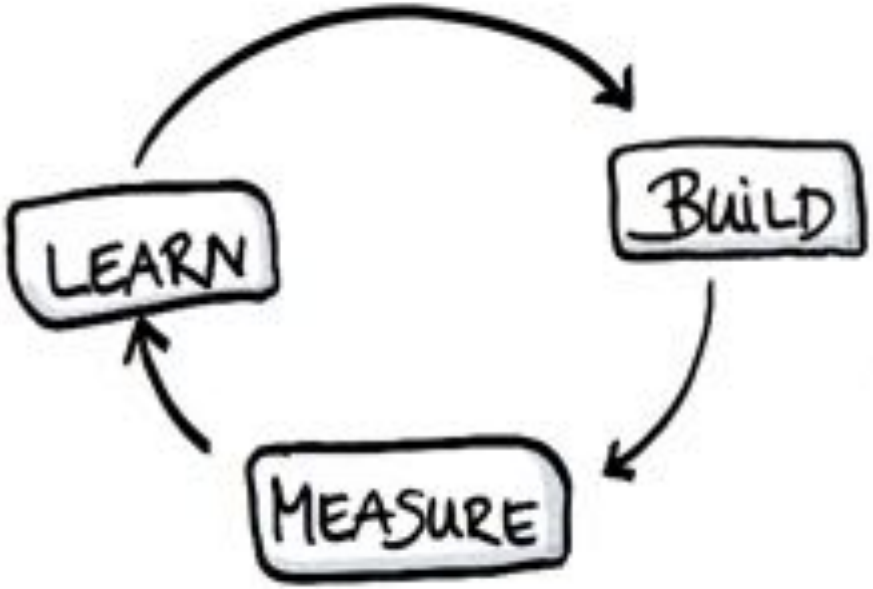
Make it easier to integrate our data

Learn about and develop our data

Development process

Oxford Dictionaries

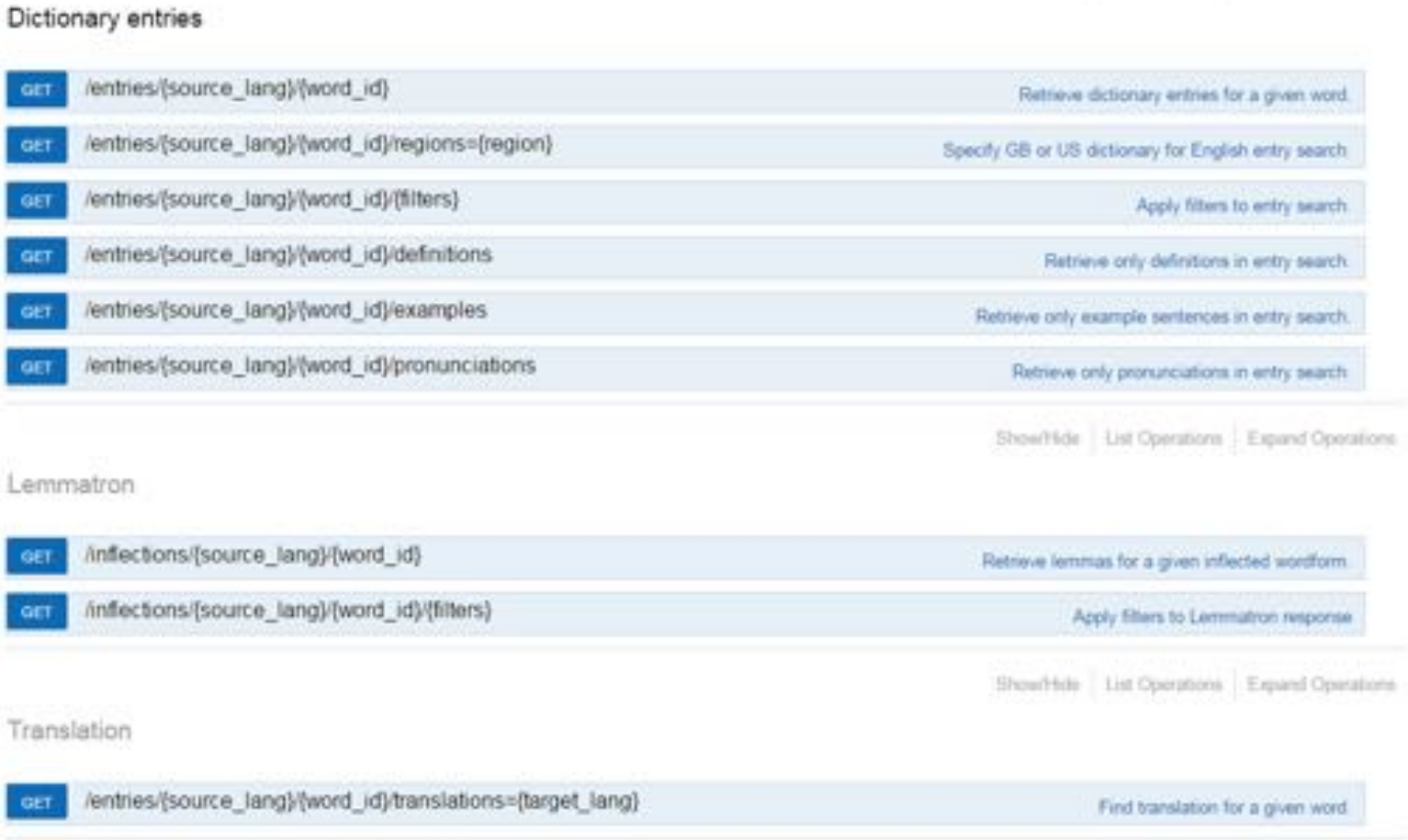
Powered by OXFORD



Oxford Dictionaries

Powered by OXFORD

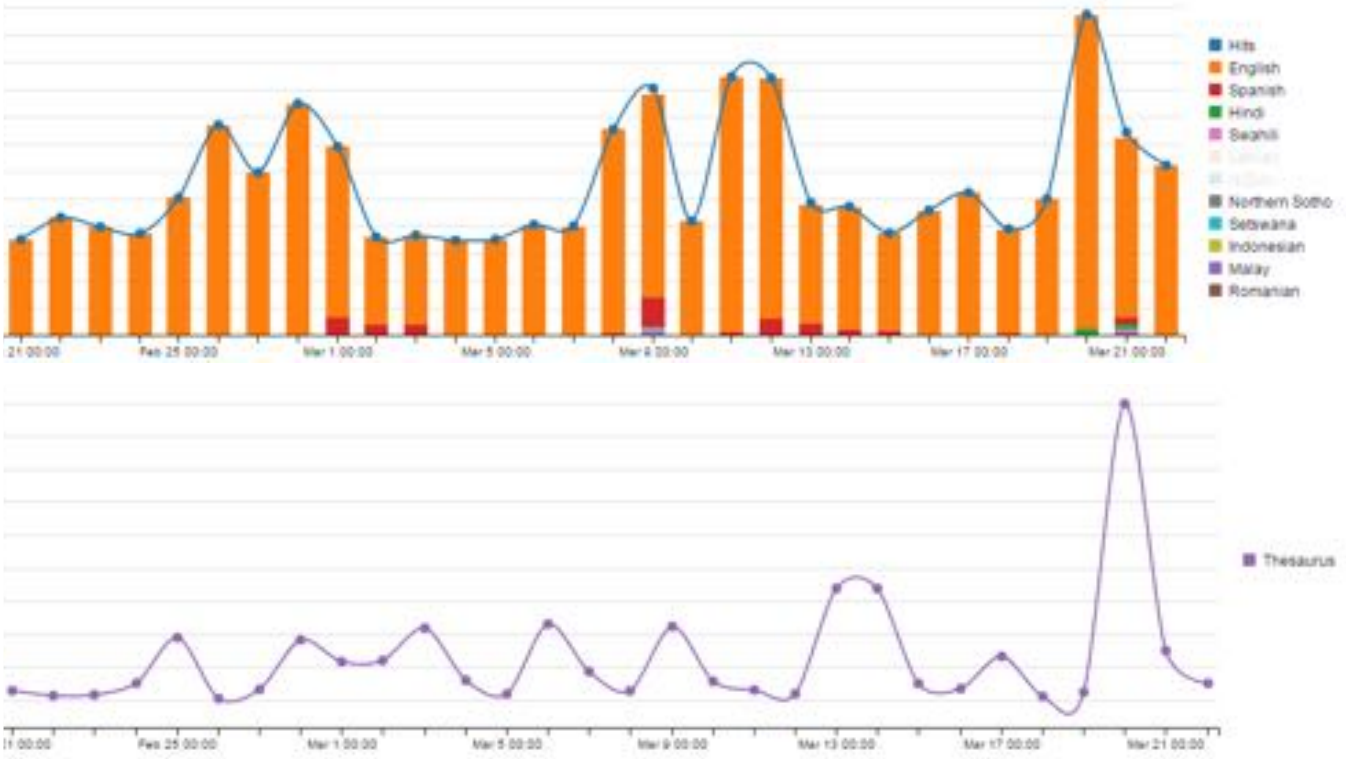
Build



Oxford Dictionaries

Powered by OXFORD

Measure

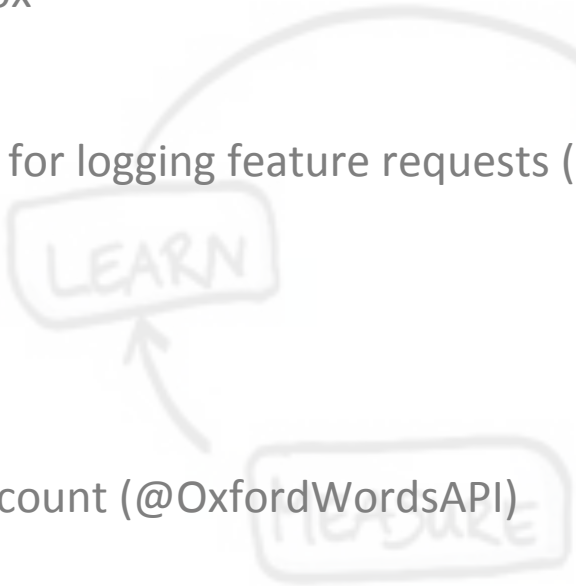


Oxford Dictionaries

Powered by OXFORD

Developer relations

- API mailbox
- Use Trello for logging feature requests (maybe make it public)
- Forum
- Twitter account (@OxfordWordsAPI)
- API competition



Creating the business model

Oxford Dictionaries

Powered by OXFORD

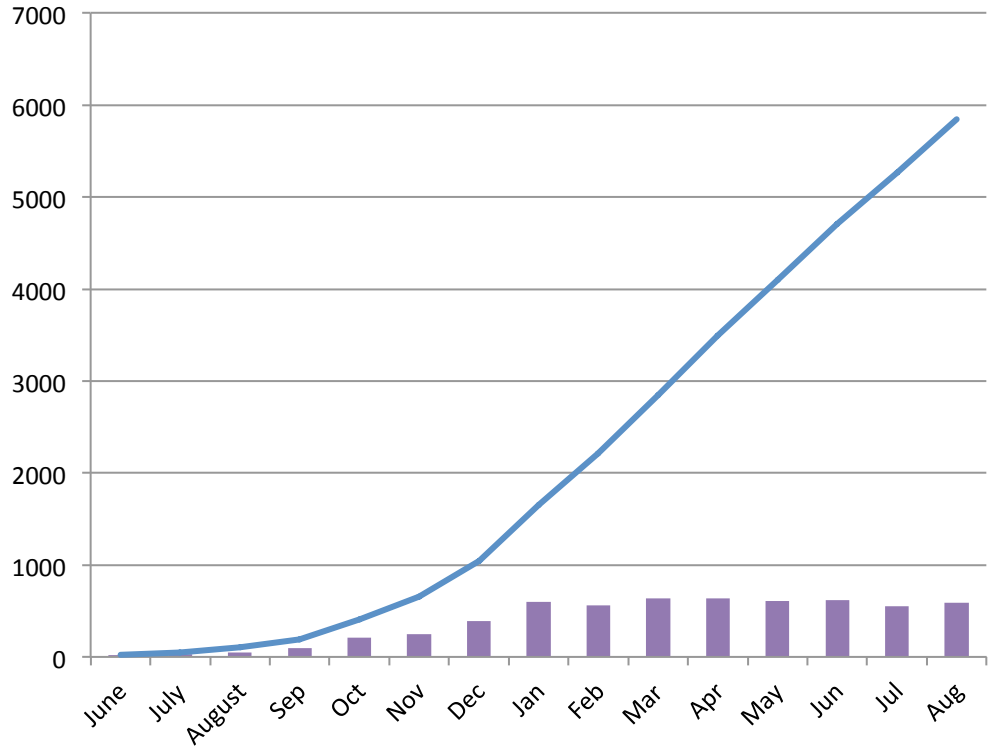
Business model

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

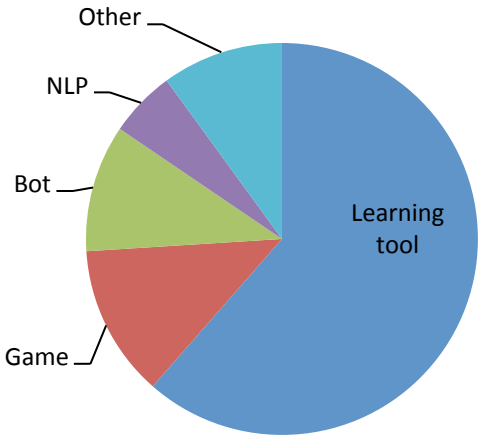
Oxford Dictionaries

Powered by OXFORD

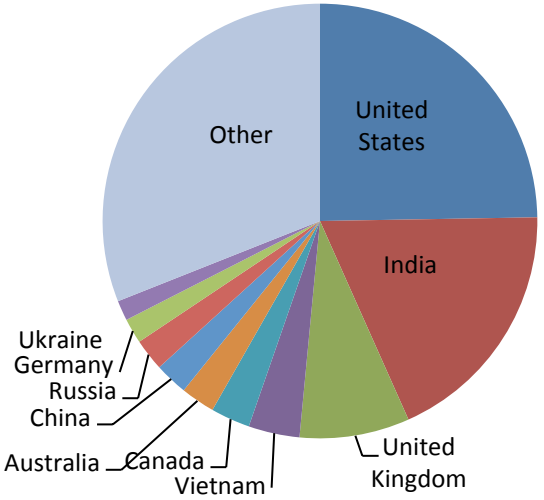
Cumulative registrations



Intended use of the API*

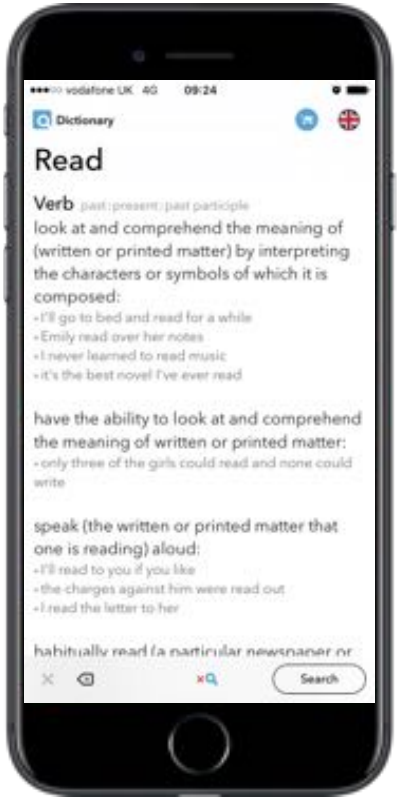


Top Countries

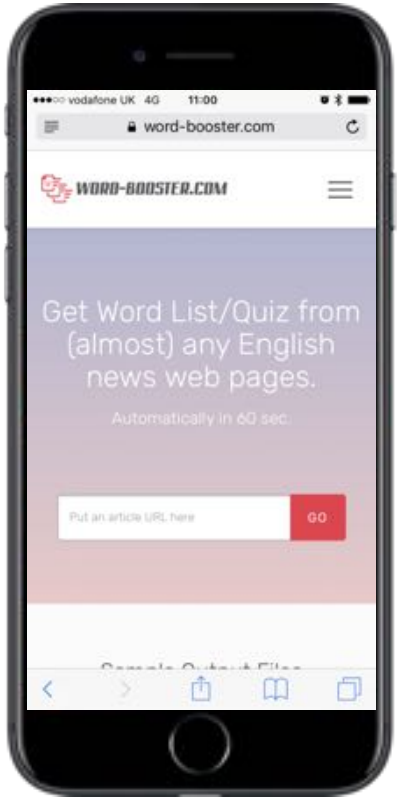


Oxford Dictionaries

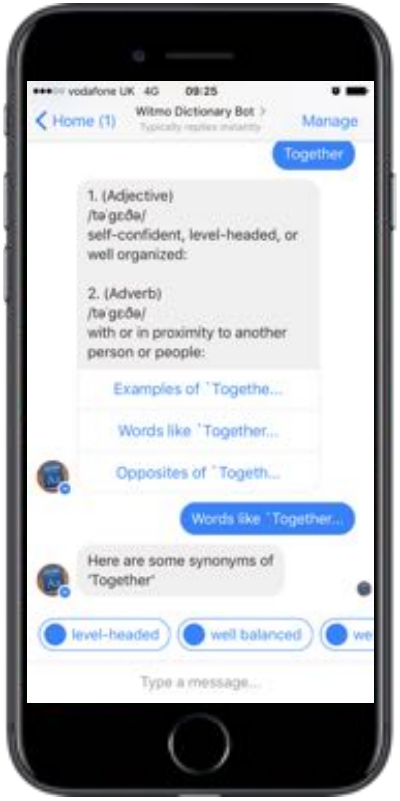
Powered by OXFORD



Hyperborea



Word Booster

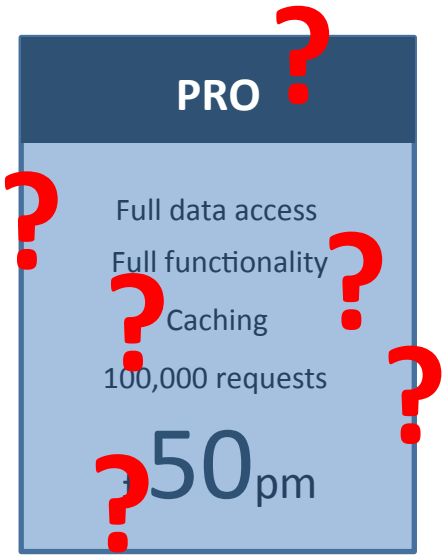


Witmo

Where next?

Oxford Dictionaries

Powered by OXFORD



- Driving usage
- LexiStats launch
- API productization
- Business model experimentation

Lessons learned

Oxford Dictionaries

Powered by OXFORD

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

Questions?

https://developer.oxforddictionaries.com