



**Creative Commons and Tynt Partner
for Better Content Attribution
July 24.2009**

Tynt Tracer is all about helping online content owners get credit for their content and driving more traffic to their sites. But Tracer also helps people who innocently copy and paste content use the content correctly. That's why we are so excited about our new partnership with Creative Commons: it's a huge step forward in both of those areas.

As many of our Tracer users know, having your content spread virally, with the appropriate attribution and use, is one of the best ways to grow your business and site traffic. Creative Commons is the leading organization that promotes reuse of content while complying with copyright law. There are over 250M pieces of content on the Internet now protected under Creative Commons licenses.

Now Tracer offers a new option for CC license users which will automatically add an extra line to the attribution showing exactly what Creative Commons license covers their content. As always, when you apply the new Tracer Creative Commons code to your site (and it takes just a few minutes), anytime a visitor to your site cuts and pastes your content to an email, document or other site, Tracer automatically attaches an attribution line with a link back to your original content. And now, it can include a Creative Commons licensing line indicating which of the six Creative Commons license types you use. Here's an example of how the attribution would look for a post from the Tynt blog:

*Read more: <http://tracer.tynt.com/press-room#ixzz0MCVFlcXd>
Under Creative Commons License: Attribution No Derivatives*

If you already use a Creative Commons user, update your Tracer code with this new feature. Set up is Tynt easy: log into your tracer account click on 'script', check the "Creative Commons License" box, and select the type of CC license. Your unique tracer line of code will be generated, so just add it to each page in your site, or replace the current Tracer code you already have.

If you aren't currently using a Creative Commons license, you should definitely pop over to creativecommons.org and look into it. They [posted about it on their blog](#) as well.

[Try it out](#) and send us your thoughts, and spread the word about Tynt and Creative Commons.