

Digiday Interviews Aaron Rubin in Article on “AI ‘Grounding’ Licensing and Why Publishers Say It Matters Over Training Deals”

Insights

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New York partner Aaron Rubin was quoted in Digiday’s article on what AI ‘grounding’ licensing is and why publishers say it matters over training deals. He notes that these new “grounding” or RAG deals pay publishers when their content is actually accessed and shown in AI responses, often with attribution and links.

[Read the full article here.](#)

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