



Data Syndication & Licensing Workshop Glossary

Aggregator- A term used to describe an entity that compiles and store listing data.

API (Application Programming Interface) - A set of rules and specs that allow communication from one software to another.

Channel- A public (non-agent/broker) website to which syndicators distribute data; Portal. Not regulated by MLS rules.

Derivative Works - Use of information from a data set, other than the original intent; Re-purpose.

Eula - (End User License Agreement) – Governs use by the individual user on a particular site, product or service.

Enhanced/Featured Listing - Added content or premium placement provided as an up-sell to agent/broker by Publisher.

Extended Network - A shared search experience on a public website other than an original channel; Data doesn't leave control of the original channel, but remains resident in the original database. Framing; Powered by.

Framing - Surrounding the property search of Site A with the branding of Site B; data does not leave the control of Site A. Extended network; Powered by.

IDX (Internet Data Exchange) - Website owned by an agent/broker wherein other brokers have given approval to each other to advertise listings. IDX sites are regulated by MLS.

Opt-In vs. Opt-Out - In either instance, the broker is given the means to indicate his own choice as to the display of his listing date on a given national website/channel. Opt-in – the broker chooses to participate; Opt-out – all brokers' listings are included unless the broker actively prevents it.

Portal - A public (non-agent/broker) website to which syndicators distribute data; Channel; Publisher. Not regulated by MLS.

Powered By - Provider information for a website; host or developed or website; property search of one national website framed to the branding of another.

Publisher - National website operator; Channel; Portal.

Re-Direct Link - Link to the property detail page of the listing agent/broker's IDX site.

Re-Purpose - Other use than the explicit purpose for which it was provided, often unauthorized; Derivative works.

Re-Syndication - When a publisher to whom listings have been syndicated forwards that content to another, typically for display on another website.

Syndication - Method by which the broker can instruct the MLS to distribute his listing data to outside websites other than IDX and VOW.

Syndi-Gration - the use of syndicated content to integrate into a 3rd party product (with or without permission).

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Transient Download - Method of displaying data on a website by pulling data from another server, so that the data never leaves the original source (server).