With respect to making a derivative work from the NC-licensed work (content) if the original work has not SA provision

With respect to services provided with the NC-licensed work (content)

Is money changing hands in exchange for the derivative work where the content is incidental to the derivative work, or is there an optional money exchange for the derivative work?

Non-Commercial, Use Allowed

With respect to reusing the NC-licensed work (content), or making a derivative work if the original work has a SA provision

Is money changing hands in exchange for the derivative work where the content is incidental to the derivative work, or is there an optional money exchange for the derivative work?

Non-Commercial, Use Allowed

With respect to advertisements included with the NC-licensed work (content) or vice versa

Is there a click-through license required to view the work?

Commercial, Use Not Allowed

Is the use in an Advertisement?

Yes

No

Is the NC work the primary draw for an ad-supported endeavor?

Yes

Yes

Non-Commercial, Use Allowed

Is the User Non-Commercial?

No

Yes

Is the use in an Advertisement?

With respect to services provided with the NC-licensed work (content)

Is money changing hands in exchange for a service provided with the content?

Yes

No

Yes

No

Is money changing hands in exchange for a service provided incidental to the content?

Yes

No

With respect to reusing the NC-licensed work (content)

Is money changing hands in exchange for another work where the content is the primary component?

Yes

No

Is money changing hands in exchange for another work where the content is incidental?

Yes

No

Is money changing hands in exchange for some other work with which the content is incidental, or is there an optional money exchange?

Yes

No

Is money changing hands in exchange for the content or another work where the content is the primary component?

Yes

No

Is money changing hands in exchange for the content?

Yes

No

Is money changing hands in exchange for the content or another work where the content is incidental?