The Role of CCC in Copyright Licensing
Presented by: Edward Colleran
Academic Publishers Europe
January 18, 2010
Agenda

► Company Overview

► Rights Management and Licensing

► License Management
  - Rightslink
  - Rightsphere
  - Rights Central
Innovative Licensing Solutions

License management tools

Institutional licenses

Pay-as-you go licenses

RIGHTS OWNERS
- Over 300 million individual rights managed
  - E-books, blogs, videos, images and user-generated content
- Commercial publishers, authors and creators from around the world
- Global coverage for corporate and academic use
- Rights for the world's most sought-after content

CONTENT USERS
- 35,000 companies under license
  - Majority of the Fortune 500 companies
  - 20 million employees covered worldwide
  - 180 countries represented
- 1,000+ colleges & universities
  - Across all Carnegie classes
  - More than 90% of U.S. research universities
Markets

**Academic**
- Institution wide annual licenses
- Pay-per-use licenses
- Digital rights
- Licensing tools integrated in third-party apps
- Copyright education

**Corporate**
- Enterprise annual licenses
- Pay-per-use licenses
- Digital rights
- License management tools
- Copyright education

**Owners**
- License management tools
  - Custom pricing and terms
  - Transparent royalty payment system
  - Point of content licensing
  - User generated content licensing
- Copyright education
- Over $1 billion in royalties paid
CCC Built by the Publishing Industry

- Formed at the suggestion of Congress 30 years ago as an independent not-for-profit organization
- Created by publishers and authors under the guidance of AAP, IIA and The Authors League
- An advocate for rights owners
- The largest collection of rights in the industry
  - Over 300 million individual rights managed
  - Plus e-books, blogs, graphics, images
- Innovative Digital solutions for an online world
- Reproduction Rights Organization (RRO) for the US
- Over $1 billion in royalties paid in the last 15 years
Continuous Performance and Enhancements

Growth in Royalty Distributions

Distributed more than $144 million in royalties to rights owners in Fiscal Year 2009.

Rights Central provides rights owners with clear visibility.
Advocating Copyright Compliance

► Extensive copyright education programs
  ▪ For businesses, academic institutions, rights owners and general public
  ▪ 450+ academic and 430+ corporate customers participated this year
  ▪ Independently and in partnership with AAP, STM, Text and Academic Authors Association and others.

► Online Education Seminars
► Beyond the Book program for Authors
► Copyright Central: library of copyright education tools and resources
► OnCopyright 2010 conference on the evolving world of copyright
► Supporting legislative activities
► Effective Enforcement and awareness programs
Copyright.com

► E-Commerce portal
  ▪ Over 1 million annual visitors
  ▪ ~8 million page views
  ▪ $28 million in pay-per-use transactions

► Meets the needs of all types of users:
  ▪ Academic and business content users
  ▪ Publishers and authors
  ▪ Services providers and other partners

► Free educational tools and resources
Corporate America

According to a survey by Outsell and CCC

► Employees spend approximately 5 hours each week using copyrighted content
  ▪ 86% share copyright-protected content at least weekly with their team
  ▪ 83% forward copyright-protected content via email

► The average employee will forward copyright-protected content 2700 times each year
  ▪ Averaging 8 times per week and reaching approximately 7 people per instance
  ▪ Most don’t think it is necessary to obtain permission when sharing content
Business Solutions for a Global Economy

- CCC Licenses corporate employees in 180 countries
- Dramatic enhancements made to corporate Annual Copyright License in recent years
  - Digital uses, multinational, collaboration and images
- Rightsphere® enterprise solution
  - Manages rights and answers employee licensing inquiries
- Working closely with SLA, Pharma Documentation Ring, American Corporate Counsel Association and others
- Handling of complex institutional pricing with processes guided by our Business Review Letter of 15 years ago
Innovative Academic Solutions

► Decades of academic licensing experience with tens of millions of dollars in academic royalties paid annually

► Solutions for e-learning environments, course management systems, e-reserves, e-course packs, etc.

► Annual Copyright License for Academic institutions
  ▪ More than 1.5 million leading titles and growing
  ▪ Serving a wide range of institutions

► Rightsconnect Partner Program for seamless licensing
  ▪ Open API to integrate with third-party application partners including Elsevier, OCLC, Innovative Interfaces, SirsiDynix, Ex Libris and others
International Rights Access

► Print and digital use

► Academic and commercial use for both internal and external distribution

► Royalties determined by reproduction rights organization (RRO) methodology

► Bi-lateral agreements with several RRO’s worldwide

► Licensing models vary by country
Portfolio

► Annual licenses – year-round comprehensive solutions
► Pay-per-use services – copyright permissions as needed for many types of content users
► Rights Central – reporting and communications hub for authors, creators, and publisher websites
► Rightslink – copyright permission, reprints and print-on-demand directly from content websites
► Rightsphere – enterprise license management tool for informational professionals with built-in answers to employee licensing inquiries
► Rightsconnect – integrated CCC rights licensing services, copyright education, news and information
► Copyright.com – destination for licensing services, copyright education, news and information
► ReadylImages – easy to use image subscription service
► Professional Services – consulting, license interpretation, copyright education – CCC provides a wide range of services on a fee-for service basis.
License Management
Rightslink
Rightslink
Sony Plans to Sell Games, TV, DVDs in New Gadget

Author: Pelfred Dvorak
Publisher: Dow Jones & Company, Inc.
Date: May 29, 2003

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- Paper type: 60 lb. glossy
- Single-sided: Single-sided
- Shipping: None
- Three-hole punch: None
- Binding: None
- Shipping method*: FedEx 2-day air
- Total: $173.00

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PREVIEW

See this new gadget called a "netbook" is a "net generation" trading in its small size and slower speed for larger storage and slower speed. The first in a new line of digital cameras and camcorders that can take photos and videos in one.

The new gadget, called a "netbook," is "net generation" trading in its small size and slower speed for larger storage and slower speed. The first in a new line of digital cameras and camcorders that can take photos and videos in one.

Financial officers to monitor business

The company's financial officers are responsible for a large loss in the company's business. The company's financial officers are responsible for a large loss in the company's business. The company's financial officers are responsible for a large loss in the company's business. The company's financial officers are responsible for a large loss in the company's business. The company's financial officers are responsible for a large loss in the company's business. The company's financial officers are responsible for a large loss in the company's business. The company's financial officers are responsible for a large loss in the company's business. The company's financial officers are responsible for a large loss in the company's business.
Rightslink for Multi-Media: Video

Access Rightslink from within or outside of the Cart.

At the point-of-content, customers click a link to launch the Rightslink application.
Rightsphere

Rights and License Management

_rightsphere enables organizations to leverage their many complex licenses to their best advantage_

- Resolves rights obtained from RRO’s, publishers, aggregators, government statute, etc.

_rightsphere provides content users with instant and unambiguous answers_

- Surfaces the most advantageous content direct from their organization’s collection of licenses.
Rightsphere is a Simple Step in the User’s Workflow

Users click on a Rightsphere icon/button installed on the browser toolbar
Focus on Tasks, Not Copyright Law or Licenses

Organizations compose the “types of use” that their content users most often request.

<table>
<thead>
<tr>
<th>Publication</th>
<th>NEW YORK TIMES, ONLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<tr>
<td>How would you like to use this publication?</td>
<td></td>
</tr>
<tr>
<td>Emailing and Scanning</td>
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<tr>
<td>Email a copy to co-workers</td>
<td>See Special Terms</td>
</tr>
<tr>
<td>Email a copy to non-ProGlobal employees</td>
<td>Purchase Rights</td>
</tr>
<tr>
<td>Scan and then email a copy to my co-workers</td>
<td>See Special Terms</td>
</tr>
<tr>
<td>Scan and then email a copy to non-ProGlobal employees</td>
<td>Purchase Rights</td>
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<tr>
<td>Printing and Photocopying</td>
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<tr>
<td>Share photocopies with my co-workers</td>
<td>See Special Terms</td>
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<tr>
<td>Share photocopies with non-ProGlobal employees</td>
<td>Purchase Rights</td>
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<tr>
<td>Print copies and share them with my co-workers</td>
<td>See Special Terms</td>
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<tr>
<td>Storing and Posting</td>
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<td>Upload a copy to an Internet site</td>
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<tr>
<td>Store a copy on an internal shared network drive or the ProGlobal Intranet</td>
<td>See Special Terms</td>
</tr>
<tr>
<td>Store a copy on my local hard drive</td>
<td>See Special Terms</td>
</tr>
</tbody>
</table>
Rights Central
Rightsholder Portal for access to Tools and Data

► Current and historical royalty information is available 24 x 7

► Publishers and authors can view program and title participation at a glance

► Web-based forms for submitting updates to titles, rights, and fees

► Quick and efficient for granting and managing special orders

► Online information and help provide quick answers to frequent questions
Rights Central: Rightsholder Reporting and Communications Hub

A Secure, web-based portal for Rightsholders
- Royalty and content usage reports
- Tools for reviewing participation in CCC programs
- Tools for updating titles, rights and fees
- Tools for automating rights & permissions
- Special order support
# View Top Titles by Distribution

## Reports

### Top Titles

#### Top 10 Titles by Distribution
Jan 2008 - Dec 2008

<table>
<thead>
<tr>
<th>Title</th>
<th>ISSN/ISBN</th>
<th>Publication Date(s)</th>
<th>Author/Editor (books only)</th>
<th>Distribution*(in USD)</th>
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<td>291840931739</td>
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<td>Sophia Arm...</td>
<td>$9,018.13</td>
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<td>Erin Bill...</td>
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<td>Charles Tr...</td>
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* Distribution amounts reflect adjustments that may have been made to the original distribution.

Select a row to see **Distributions by Program** for that title. (View chart below)

## Distributions by Program

**BOOK OF SCIENCE I** ($9,018.13)

- **AFS - 16.2%**
### View and Download Reports

#### All Programs

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<thead>
<tr>
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<th>Program(s)</th>
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<th>Payment #</th>
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<th>Title Usage</th>
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