Digital Reuse Rights in a fast-changing Publishing Environment:

Users' Demands and Licensing Options for Publishers

APE 2012, Berlin
Kim Zwollo
Points addressed:

• Short introduction CCC and RightsDirect

• Re-use rights:
  – Survey results and End user needs
  – Ways to improve your permissions businesses
    • Annual Copyright Licenses
    • R&P Workflow automation
The Rights Licensing Experts

• Not-for-profit founded in 1978
• Voluntary licensing
• Manage 450 million rights of 12,000 rightsholders
• We license 35,000 companies globally and 1,200 US academic institutes in the USA
• Simplifies the complex and time-consuming process of rights licensing
• RightsDirect founded in 2010. European subsidiary
Rights & Permissions

• What does it mean for most publishers:
  – Overhead
  – Increasingly complicated
  – Offline, Manual, Reactive

• What do your (corporate) clients expect from R&P
  – Obtain rights **beyond** primary sale;
    • Internal- and external re-use
  – Quick turnaround, convenience, Reasonable price

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**SERVICE SURVEY**

- Excellent ✓
- Good □
- Average □
- Poor □
Over $1 Billion in Royalties Paid to Rightsholders

$171 Million in 2011
Making Copyright easy

Ways to improve your permission business:

1. Annual Licenses for
   a) Corporations
   b) Academic institutes, government

2. Automate your permissions: RightsLink

3. One-Stop-Shop: Copyright.com

4. Republication services

5. Get-It-Now; ILL workflow solution
How we help to make companies copyright compliant
Most companies aim to be copyright compliant….

…but they have significant **challenges**;

- Reduced staff information departments
- Purchase lots of digital content
- Employees throughout the world (re)use that content
- Devices make content sharing increasingly easy
- Different rights from different publishers
- Permissions processes publishers Off-Line
- Different countries have different copyright laws
Outsell Survey: Frequency of Information Sharing

- **Immediate team**: 43 Daily, 32 Weekly
- **Clients**: 30 Daily, 30 Weekly
- **Executives**: 22 Daily, 34 Weekly
- **Suppliers**: 8 Daily, 17 Weekly
- **Colleagues**: 18 Daily, 52 Weekly

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... many times without considering Copyright

Of knowledge employees surveyed in Corporate, Healthcare, Government and Education Sectors:

- 47% knows content is copyrighted
- 52% believed information obtained at no charge can be shared without permission
- 49% believe getting permission is an obstacle to sharing information

Source: Outsell, Inc. 2010
Options to Minimize Risk

One license, comprehensive rights
Copyright License Solution for Companies

• License includes:
  – Internal re-use of content, globally
  – One set of rights across all publishers
  – Efficient and comprehensive
  – Continuously rights added

• Obligations for licensees
  – Content must be legally obtained
  – License cannot be used to replace subscriptions

• Added value services;
  – Copyright Education
  – Rights Advisory Tool; RightSphere
How to make your Rights and Permission workflow more effective...
Sample Permissions Statements

• “Most requests are handled within 2 - 3 weeks.”

• “Requests may be submitted by mail, fax or e-mail.”

• “If you are working with a specific deadline, please highlight that in your request, and we will attempt to meet your needs.”
Library Staff Are Struggling

Clearing permissions can be:

• Labor intensive
• Time consuming
• Slow
• Inefficient
• Expensive
RightsLink®: License from your Website

Point-Of-Content Licensing: Grow your business and exceed customer expectations

- Permissions, Reprint & e-Print orders
- Single Article Sales
- Print-On-Demand
- Administration of Author Programs
  - Color Charges
  - Page Charges
  - Open Access Submission Fees
  - Reprints
RightsLink: A Proven Solution
A Single Solution Across Multiple Rightsholders

Publisher 1
Publisher 2
Publisher 3
Publisher 4
Publisher 5
Publisher 6

mVB RightsLink®
powered by Copyright Clearance Center
Special Features of MVB-RightsLink Model

• Multiple German rightsholders participated in developing the standard, yet configurable, business rules to support their licensing businesses
  
  ✓ RightsLink Interface in German
  
  ✓ Transactions and royalties in Euros
  
  ✓ Participating publishers’ rights made available on:
    • www.vlb.com + www.buchhandel.com
    • Their own websites
    • exposed to 1 Million+ buyers at www.copyright.com
MVB Places Link On Content

Control Over What Can Be Licensed
MVB ist eine Partnerschaft mit dem RightsLink-Dienst von Copyright Clearance Center eingegangen, um eine Vielzahl von Möglichkeiten für die Nutzung von Thieme-Inhalten bereitzustellen. Wählen Sie das Dropdownmenü "Gewünschte Nutzungsart:" aus, um die zahlreichen verfügbaren Nutzungsoptionen anzuzeigen.
Licensing Options Are Set By The Publishers

Flexible Licensing

Willkommen bei RightsLink

MVB ist eine Partnerschaft mit dem RightsLink-Dienst von Copyright Clearance Center eingegangen, um eine Vielzahl von Möglichkeiten für die Nutzung von Inhalts bereitzustellen. Wählen Sie das Dropdownmenü "Gewünschte Nutzungsort:" aus, um die zahlreichen verfügbaren Nutzungsoptionen anzuzeigen.

Copyright ©Copyright Clearance Center
Kommentare? Wir freuen uns auf Ihre Rückmeldung.

Customer Answers Questions Regarding Reuse

Publisher maintains control of the licensing process
Instant Price Estimates

Price estimates are based on order details

Preisvorschau  402.50 EUR
Customer Has Access to Order Status and History

A single RightsLink account makes it easy for customers to manage their orders.
### License Details

This is a License Agreement between CCC (“You”) and The Economist Newspaper Limited (“The Economist Newspaper Limited”). The license consists of your order details, the terms and conditions provided by The Economist Newspaper Limited, and the payment terms and conditions.

**Get the printable license.**

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Optimal Customer and Rightholder Experience

**Users:**
- 24-hour availability
- Rights cleared instantly
- Reprint orders processed immediately
- Able to license all media types (text, images, blogs, videos…)
- Multi-currency support

**Publishers:**
- Publisher’s business rules
- Real-time reporting
- Streamlined billing, collections and customer service
- Permissions staff able to focus on higher-level tasks
- Happier customers, increased revenues
RightsLink Beyond the Publisher’s Website

On publisher’s iPad/iPhone apps

At copyright.com
Questions?

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