



Med Comms Networking: Copyright Clearance Center

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April 29, 2014



Your survey feedback / quotes

- Clients appear to be largely unaware of copyright requirements
- Clients don't know or care about licensing
- Who is ultimately accountable for ensuring content is used with permission?
- We always point out that permission may be needed; what they do with the information... who knows?
- We keep our fingers crossed and hope no one thinks about it/finds out



Global Information Services Provider

- CCC - Not for profit founded in 1978 - voluntary system
- Manage reuse rights from 65 million publications
- Compensate rightsholders for the use of their works
- Serve 35,000 companies around the globe
- RightsDirect - International subsidiary of CCC based in Amsterdam
- Mission statement – making copyright work for everyone

Collective Licensing and RROs

- In a collective licensing model, rights from many rights holders are available in a single licensing organisation.
- Copyright collective management organisations (CMOs) license the use of content, collect royalties from users and distribute them to rights holders.
- Reproduction Rights Organisations (RROs) are collective copyright licensing organisations in the field of text and image-based works.



Collective Licensing Options



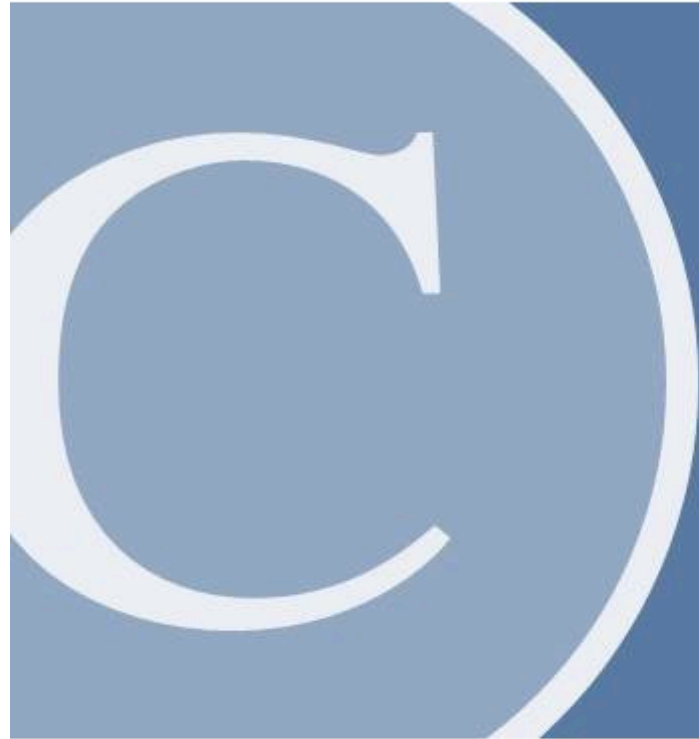
Pay-per-use

- One permission at a time
- For one specific use
- www.copyright.com

Repertory Licenses

Repertory/Blanket Licenses

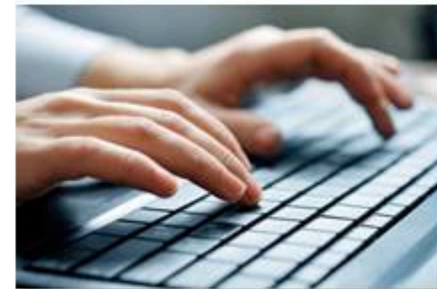
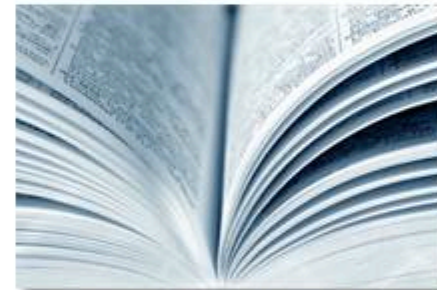
- Rights to use content from many different sources
- Allows multiple types of uses
- One payment per year



Content Use at Work

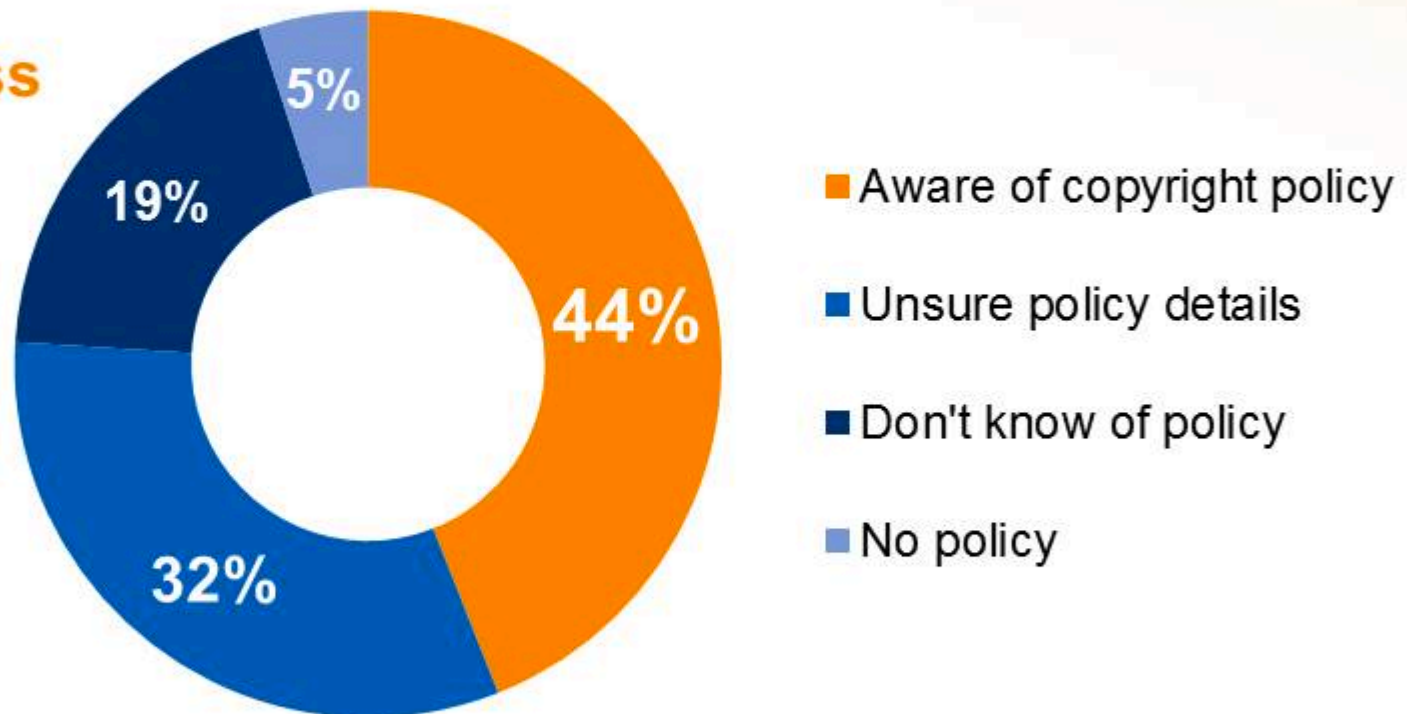
Employees Get Content from Many Sources

- Subscriptions – print/electronic
- Internet
- Email attachments, links
- Intranet, wiki, shared networks
- Document aggregators
- Media monitoring / alert services
- Collaboration tools



Copyright Awareness in the Workplace

56% lack policy or awareness



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Workers Have Conflicting Views

92%

say it's important to protect their organisation's Intellectual Property.

65%

believe that if they get free information online or in print, they're free to share it



Common Copyright Challenges

Employees Don't Understand Copyright Rules

- See online content (including Open Access titles) as free to share
- Assume subscriptions can be forwarded
- Unsure if permission is needed and how to get it
- Decentralized management
- Copyright varies across countries



Copyright Across Borders

- No single international copyright law
- International copyright treaties
- National copyright laws
- Copyright permissions are often restricted by country and language
- Difficult to navigate across an organisation's global offices





Global licensing solution

The Multinational Copyright License

One license, global usage rights to millions of content sources.

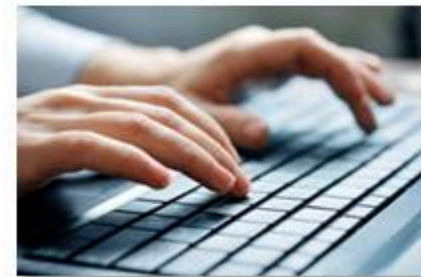
Provides organisations with the rights to share content worldwide from millions of information sources while respecting the intellectual property rights of others.



650 million rights from more than 12,000 publishers

Practical Uses

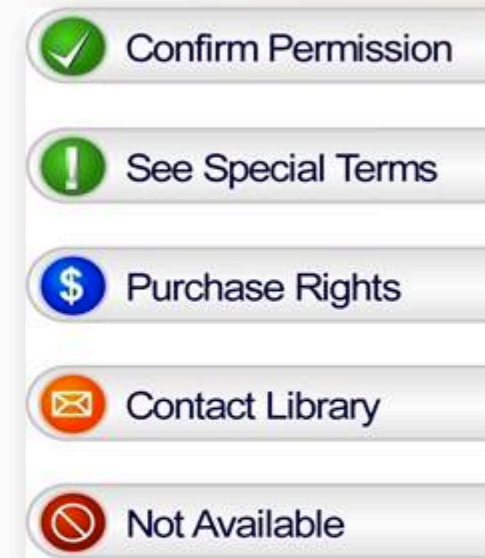
- Email to colleagues
- Photocopy and share across your organisation
- Store and print digital content
- Post on the intranet or collaboration applications
- Internal slide presentations
- Submit regulatory government filings
- Share a single electronic copy of an article with a client, customer or prospect upon request
- Collaborate with project workgroups



DirectPath™ – Maximize Your Content Rights

Rights Advisory Tool

- Allows employees around the globe to quickly confirm license coverage with just a few clicks
- Helps to leverage the full value of your content subscriptions/licenses
- Gives confidence that your organisation is copyright compliant



OnCopyright Education - Building Awareness

Copyright Resources

- Tips and Whitepapers
- Get the Facts section
- Quarterly Newsletter
- *Copyright Across Borders* Video
- Articles on Content Use and Copyright
- Open Access Resource Center (with ALPSP)

Webinars and Copyright Education Courses

- Webinar: *Copyright Challenges in a Global Environment* (ENG/GER)
- Frequent Online Certificate Courses (ENG/GER)
- Individual Workshops and Special Events

www.copyright.com/education

Copyright Compliance

WHAT YOU CAN DO

- Appoint a copyright expert
- Update or create a copyright policy
- Communicate the policy within the organisation
- Educate staff and customers about content use
- Provide effective licensing solutions

CCC Differentiation

- Founding member of IFFRO
- Bilateral agreements
- Strong US repertoire
- International rightsholders
- Voluntary, contract based (versus statutory) system
- Digital
- Multinational licensing rights since 1990s – across borders

Checklist:

- ✓ Content
- ✓ Photocopy versus digital
- ✓ Domestic versus international



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- Help



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Publication: Nature
Publisher: Nature Publishing Group
Date: Apr 21, 1956
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Password

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RightsLink

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Open Access

- Different terms and conditions
- Green/gold/hybrid models
- Commercial versus non-commercial
- STM definitions in new model licenses available at: <http://www.stm-assoc.org/open-access-licensing/>
- Increasing number of titles in CCC repertory
- CCC Open Access Resource Center with ALPSP (www.copyright.com/education)



Thank you!

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