RightsLink

Current State for MedComms

Brian Goode,
Product Manager, RightsLink
What Have We Learned?

“A Day in the Life” for MedComms

- Identify, Create & Select Content
  - Identify Required Permissions.
  - Suggest Alternative Content As Needed
  - Submit Permissions Requests
  - Review Rights Availability and Costs with Client
  - Final Submission & Archiving of License Documentation
  - Final Licensing and Invoicing
  - Purchase Client-Approved Rights
  - LICENSE RENEWAL AND REUSE
  - RECREATE CONTENT
  - Post-Offer Discussion
  - OFFLINE TRANSACTION
  - WITHDRAW REQUEST
  - RIGHTS NOT ALIGNED TO MARKET
  - ADAPTATION RIGHTS
  - PUBLISHER VARIANCE
  - SINGLE USE PERMISSIONS ONLY
  - ELECTRONIC RIGHTS

- Seek Pre-approval Of Content Draft (Internal And With Publisher For Article Submission)
  - LOCATE & SUGGEST ALTERNATIVES

- AGENCY SETUP

- WORKFLOW INTEGRATION (CREATION)

- MY ACCOUNT

- PROJECT UI

- LIMITED COMMUNICATION W/ PUBLISHERS WHEN PRE-PRICED

- SLOW MR RESPONSE FROM PUBLISHERS

- COST OF PERMISSIONS

- PRE-PRICED PERMISSIONS

- What Have We Learned?

- "A Day in the Life" for MedComms
## EDIT PROJECT

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Set key details at the project level.
What Do We Need?

**Configuration updates**
- Update TOUs, etc to more accurately reflect licensees and use of content
- “Author” clarification / granularity
- Updates for digital / electronic content use
- Adaptation rights

**Project-based Licensing**
- Workflow shared with clients
  - Status of requests and internal reviews
  - Preliminary quotes from publishers
- Multi-use permission transactions
  - One transaction to license multiple uses of same content over defined time period
- Easy license renewal (or copy/re-use)
- Initiate with publishers w/in RightsLink

**Agency account setup**
- Multiple “company name” variants, “On behalf of” clarity
- More granular control of licensee identification & invoice recipients

**Working with Publishers**
- Managed Redirect handling, responsiveness
- Consistent offering of rights & options across publishers
MedComms and Copyright

Jackie Marchington,
Director of Operations, Caudex Medical
HOW MANY KINDS OF COPYRIGHT ARE THERE?

- **Business copyright licenses**
  - To share copies internally, amongst staff in different locations, and freelancers
  - To collaborate with our clients (supporting documentation, not document supply)

- **Publisher rights and permissions**
  - Figures/tables in publication projects
  - Figures/tables in INTERNAL client projects
  - Figures/tables in EXTERNAL client projects

- **Stock images/music/footage**
  - Comping images
  - Licensed vs royalty free
LITERATURE BASED PROJECTS

Licensed copies
Shared amongst writers/editors

Internal agency reviews (international)

External author reviews

External client reviews

Publication
Layout
Internal only
DEVELOPMENT STAGES

Screen grabs

Internal agency reviews (international)

External author reviews

External client reviews

“Helpful” references

Supporting references

Supporting references

Screen grabs

Screen grabs

Screen grabs
SLIDES/VISUAL/DIGITAL PROJECTS

Images – stock photos, “off the web”, custom or proprietary images

Internal agency reviews (international)

External author reviews

External client reviews

Oral presentation
Speaker decks
Internal decks
Training
App/website content

Licensed copies
Shared amongst writers/editors
DEVELOPMENT STAGES

Stock photography (comping images)

Screen grabs

Internal agency reviews (international)

External author reviews

External client reviews

Supporting references

“Helpful” references

“This is a nice picture”

Supporting references
EVERY ITERATION CREATES NEW INFRINGEMENTS

And that’s just to get it approved...
CLIENT APPROVAL SYSTEMS

- Approval packs
- Reference packs for Datavision storage
- Zinc
  - Approval items
    - Roughs (screen grabs, stock shots, web pages) pre-approval
  - Supporting documentation
    - Library items (wide access)
    - Gallery items (limited access)
PRODUCTION

Permissions/usage rights
- Published material
- Stock photography

Medium
- Fixed (print, slides, e-learning)
- Editable (slides, meeting in a box)
- Digital (web, enhanced pubs, apps)
- “Shown” content

Copyright transfer/publishing rights
- Publications
- Corporate authors
- Open access agreements
CLIENT CHALLENGES

- Just send Professor Zamboni the references he wants
- Document supply

- Just change it a bit so you don’t need permission
- ! Education

- I’ve already paid to use that figure, I don’t need to pay again
- Licensing

- Affiliate permissions
- ! Education

- We’ll have all those references – our librarian will send them to you
- Collaboration licence abuse (or worse!)
THE FUTURE

- Wider applicability of RightsLink
- Cooperation of other collective rights organizations beyond CCC and CLA
- Better understanding of creative commons licences
- Dragging the Copyright, Designs and Patents Act 1988 into the digital 21st century
RightsLink Exercise and Discussions

“Welcome to Our World”

Jonathan Clark, Facilitator
RightsLink Exercise and Discussions

“Build the Future Carousel”

Jonathan Clark, Facilitator
Thank you for joining us!

Presentations, links and contact information will be sent to you after this meeting.