



RightsLink[®] Roundtable

15 March 2017 The Institute of Directors

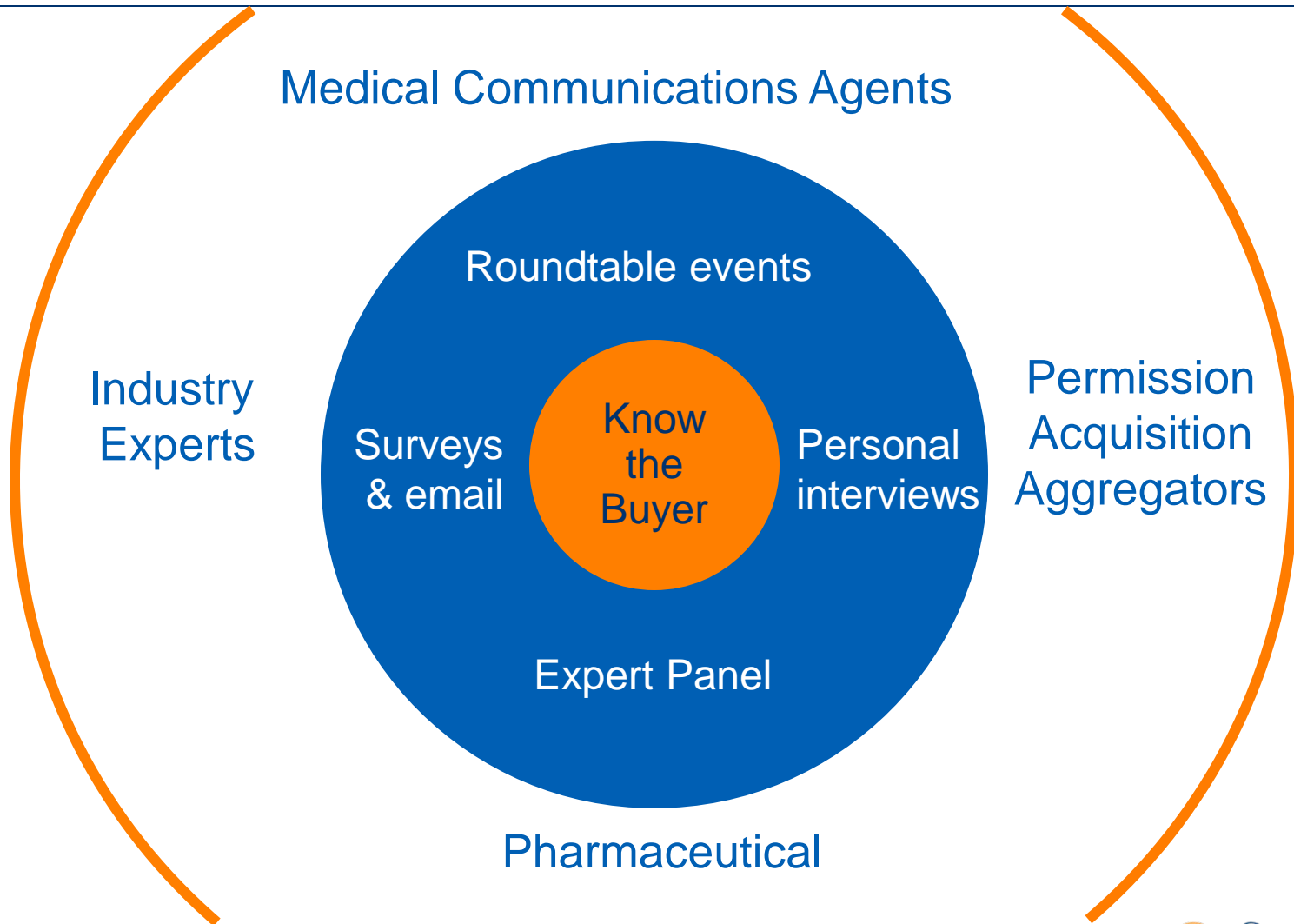


RightsLink

Current State for MedComms

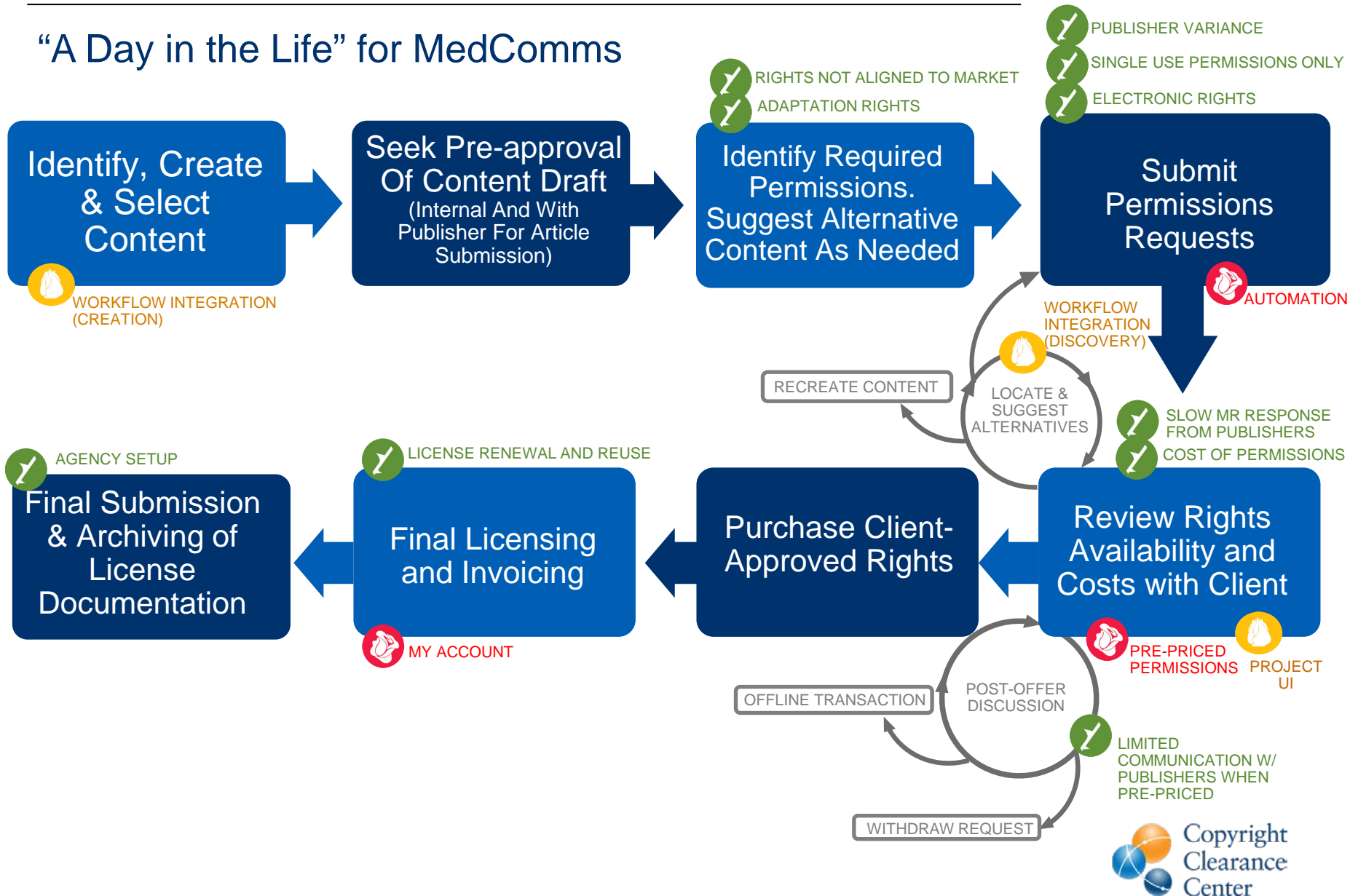
Brian Goode,
Product Manager, RightsLink

MedCom Market Research



What Have We Learned?

“A Day in the Life” for MedComms



Enter Title Keywords PMID, ISBN, ISSN, Author, etc.

234

PROJECT DASHBOARD

Project/Order: Advanced Chemistry, 5e
Type of Use: Republish in a Book
Who will republish the content: For-profit business

Granted: 12
Pending: 6

REQUESTED CONTENT

Submit selected

Select All

- Health laws and regulations
World Health Organization, Guidelines for Assessing a...
of Drug- and Alcohol-Dependent Persons, 01 Jan 19...
ISSN: 00206563
Publisher Item Identifier: 1969-07-D-0404
Format: Print, Electronic
Duration Of Use: Up to 1 year/10 events

- Health laws and regulations
World Health Organization, Guidelines for Assessing and Revis...
of Drug- and Alcohol-Dependent Persons, 01 Jan 1968, vol.
ISSN: 00206563
Publisher Item Identifier: 1969-07-D-0404
Format: Print, Electronic
Duration Of Use: Up to 1 year/10 events

EDIT PROJECT

Project Name: Advanced Chemistry, 5e
Type of Use: Book
Who will republish content: For-profit business
I want rights for: Main Product
My Format is: Print, Electronic, Audio
Duration of use: Current edition and up to 5 years
Lifetime unit quantity: Up to 499
Title of new work: Advanced Chemistry, 5e
Author/Editor of new work: John Smith
Publisher of new work: Pearson
Expected publication date: January 2016
Estimated size (e.g. pages): 578
The standard Identifier: Sample 1234
The proposed price: 399.00
Available in markets: K-12

Cancel Continue

Set key details at the project level

Projects Solution

EDIT PROJECT DETAILS COPY PROJECT

Start Date: 12/30/15
End Date: 12/30/16

results per page: 3

Price: \$303.50
Actions

GRANTED

TBD
Response Required

DENIED
DENIED

PROJECT TOTAL: \$338.00

Submit

PROJECT DASHBOARD

Search Projects...

Search

Create Project

Project/Order

Type of Use

Who will republish the content

View Invoice(s)

View Invoices by date

Progress and budget tracking

[EDIT PROJECT DETAILS](#) [COPY PROJECT](#)

- 04/01/2016
- All
- 04/01/2016
- 07/13/2016
- 09/22/2016
- 10/11/2016

Granted	Pending	Budget	Cost	Surplus/Deficit	Start Date	End Date
12	6	\$14,500	\$15,000	-\$500	12/30/15	12/30/16

REQUESTED CONTENT

- Submit selected
- Submit selected
- Remove selected
- Download invoice(s)

Status: All 3 of 25 Results per page: 3

Health regulations Price | Actions

Health regulations Paid \$34.50

World Health Organization, Guidelines for Assessing and Revising National Legislation on Treatment of Drug- and Alcohol-Dependent Persons, 01 Jan 1968, vol. 19, Issue 4, pages 812-15

ISSN: 00206563 Publisher: World Health Organization

Publisher Item Identifier: 1969-07-D-0404 Language: English

Format: Print, Electronic Publisher Type: Journal

Duration Of Use: Up to 1 year/10 events Permission Type: Reuse in a book

[Terms and Conditions](#) [View Invoice](#) Portion: Chapter

Status at the line item level

Health laws and regulations TBD

World Health Organization, Guidelines for Assessing and Revising National Legislation on Treatment of Drug- and Alcohol-Dependent Persons, 01 Jan 1968, vol. 19, Issue 4, pages 812-15

ISSN: 00206563 Response Required

Publisher Item Identifier: 1969-07-D-0404 Publisher: World Health Organization

Format: Print, Electronic Language: English

Duration Of Use: Up to 1 year/10 events Publisher Type: Book

[Terms and Conditions](#) Permission Type: Reuse in a book

Portion: Image

Set urgency of submissions

Submit project for approval

PROJECT TOTAL: \$338.00

Submit for Approval

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





WHERE MEDCOMMS MEETS
COPYRIGHT...

JACKIE MARCHINGTON
DIRECTOR OF GLOBAL OPERATIONS
CAUDEX

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

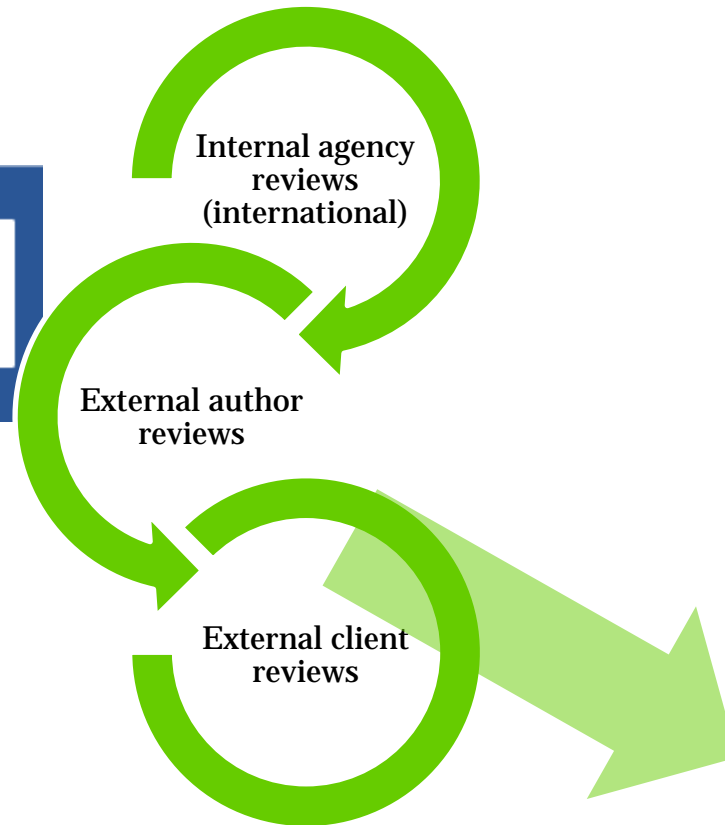
■ Stock images/music/footage

- Comping images
- Licensed vs royalty free

LITERATURE BASED PROJECTS

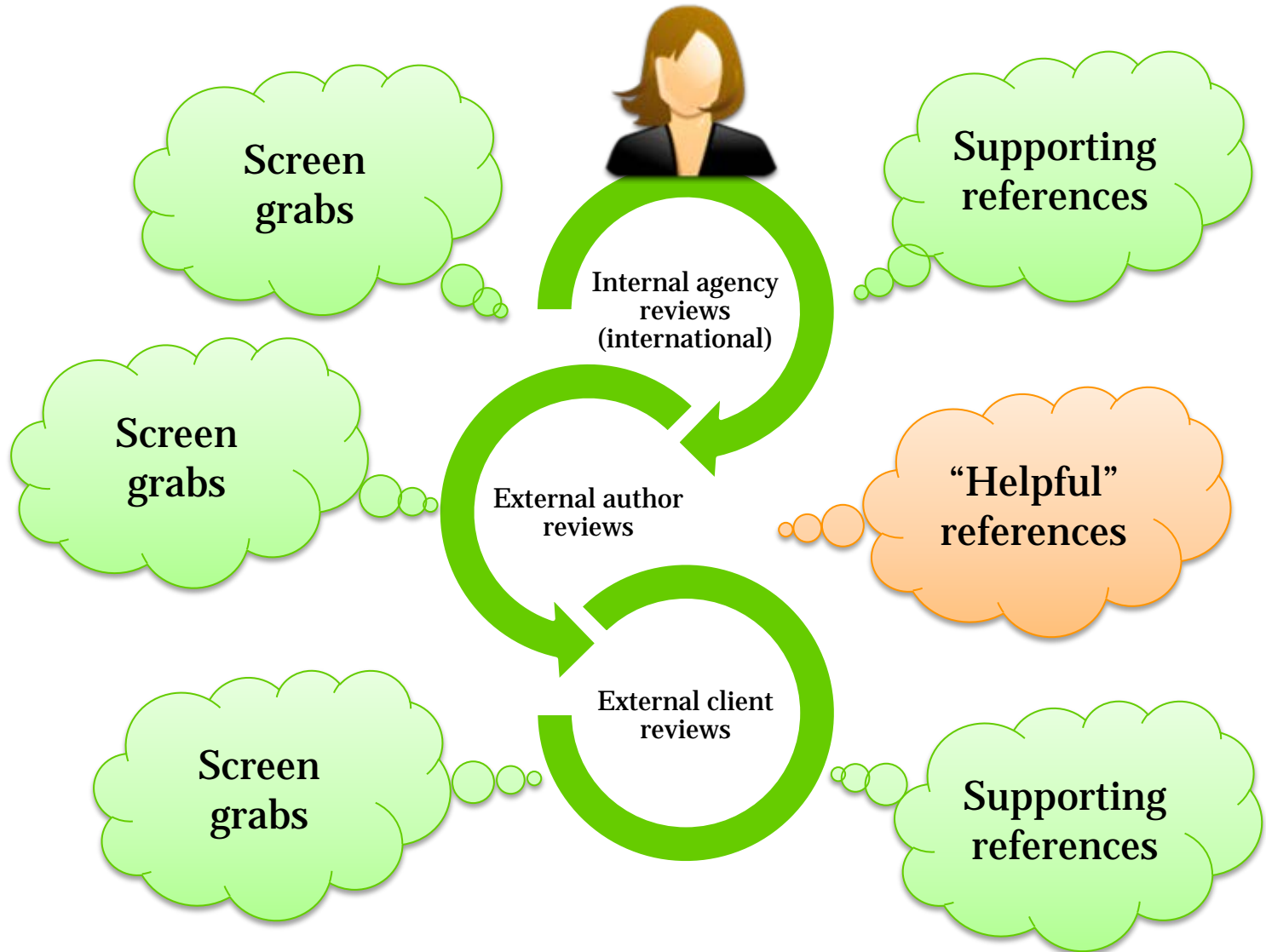


Licensed copies
Shared amongst writers/editors

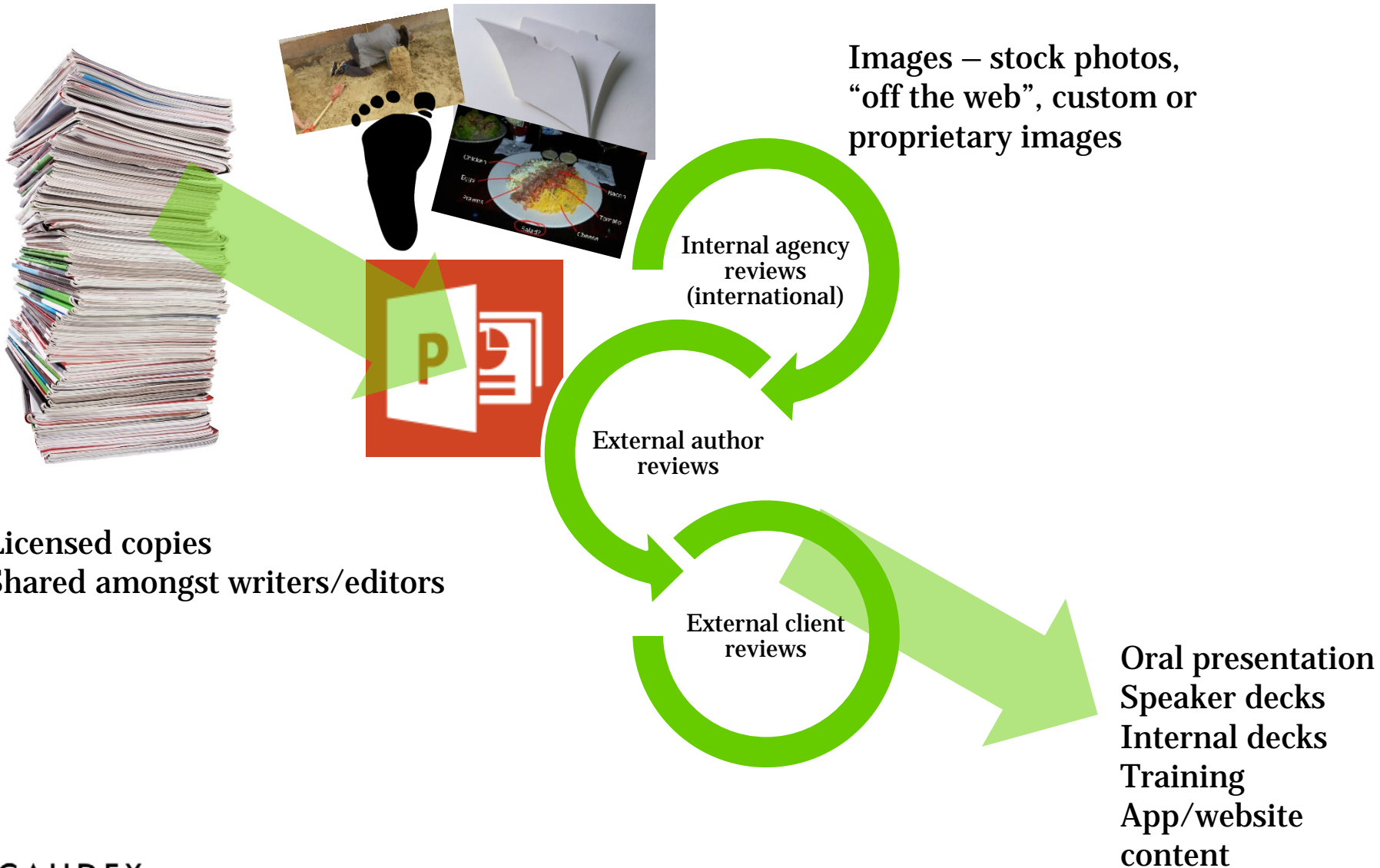


Publication
Layout
Internal only

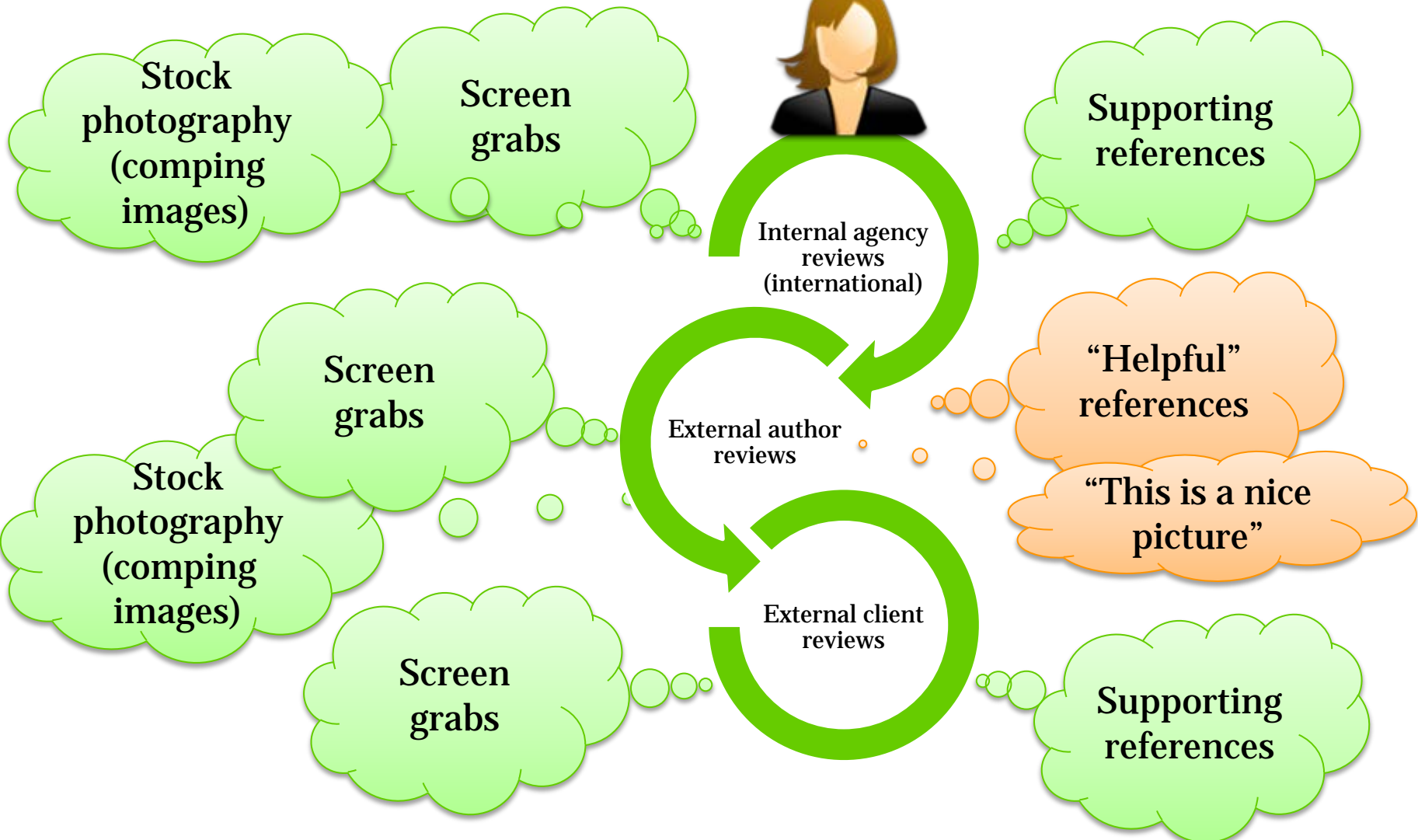
DEVELOPMENT STAGES



SLIDES/VISUAL/DIGITAL PROJECTS



DEVELOPMENT STAGES



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.