

# 10 to Watch

## Copyright Clearance Center

Copyright Clearance Center (CCC) is already entrenched in the STM ecosystem with RightsLink, a transaction engine for rights transactions. In October 2012, it announced a new suite of open access solutions built into RightsLink that would allow publishers to support more flexible rights and pricing variations – charging lower fees for researchers at member institutions, for instance, or varying the Creative Commons license as dictated by funder mandates and author choice. Post-publication, RightsLink can support the permissions documentation process, reducing friction for third parties who want to reuse content. Perhaps most important from a business standpoint, RightsLink and CCC can monitor use, reuse, and uptake data so that new powers to vary pricing can be matched by the ability to monitor the market's reaction.

An excerpt from "Open Access: Market Size, Share, Forecast, and Trends" an *Outsell Market Report*



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