

PRODUCT NEWS

Copyright Clearance Center *Simplifying Republishing*

FEATURED PRODUCT

Ideally, technology is designed to help us work more efficiently. However, for publishers, the digital era has also ushered in a proliferation of new formats while increasing the permissions required to republish content.

In response, Copyright Clearance Center (CCC) recently launched two new services: the Permissions Acquisition Service and the Republication License. “Those are a pair of tools that are making it easy for users and owners of content to license [content] easily,” says Diane Pierson, vice president of marketing.

“We are the definitive broker for global rights in all media, and we now have both the self- and the full-service solution, which nobody else can provide,” says Pierson. CCC handles all types of rights for all media, she says, including

images, video, and single and serial textual publications.

The Permissions Acquisition Service is a full-service solution that provides a team of experienced rights acquisition consultants who will undertake the necessary legwork to obtain permissions for reusing content. “It is a team of people, both CCC direct employees as

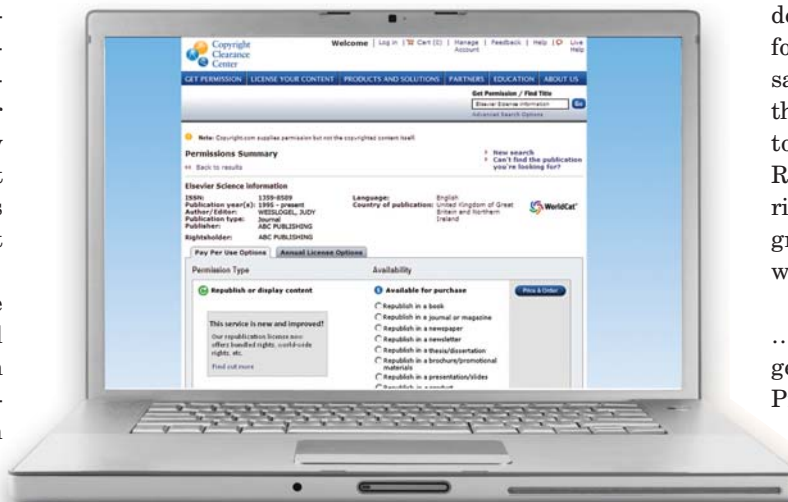
well as contractors [whom] we have chosen for their experience either in a media type or a rights type,” Pierson says.

Pierson adds that the process is clearly defined and easily understood; publishers will get detailed reports as they move through the process. CCC provides a record of the acquired rights for future reference and

aggregates payments to a single invoice. “[Publishers] don’t have to worry about dozens or even hundreds of invoices from various rightsholders,” Pierson says.

The other addition is the Republication License, a self-service, streamlined licensing solution designed to eliminate the back-and-forth of rights negotiation. “It’s going to decrease the time to revenue for the rightsholders,” Pierson says. “It’s also going to provide them with more opportunities to create revenue.” The Republication License enables rightsholders to acquire and to grant rights directly on www.copyright.com.

“We’re still in our infancy ... but the feedback we’re getting has been excellent,” Pierson says, “and we are dedicated to making this as simple as possible.”



Copyright Clearance Center's Permissions Acquisition Service

➔ ALEXA MANTELL