

License content at your website

RightsLink Basic is an easy-to-implement, Web-based licensing solution that allows you to license book and journal content, as well as images and videos, to your users from your website. The service is free to set up with no maintenance costs for any publisher or author enrolled in Copyright Clearance Center's (CCC) licensing services.

By embedding RightsLink Basic into your online content, you will:

- Drive the monetization of your content, including text, graphs, charts, images and videos.
- Enhance your customers' experience by providing instant answers to their permission requests.
- Increase operational efficiencies. CCC handles e-commerce, billing, collections and customer service — so you don't have to!

Implementing RightsLink Basic is easy and free

There are no set-up fees for RightsLink Basic. Simply add CCC's "Get Permissions" button to your site. When your readers find content they want to use and share, they click the button and connect instantly to licensing services at CCC's website, www.copyright.com. Staying within their workflow, your customers can quickly check available rights and pay for those they need. CCC then distributes royalties back to you.



Getting started is simple. Just follow these steps:

1. Enroll in CCC's Licensing Services

If you have not already done so, you can enroll your content in CCC's Licensing Services at www.rightscentral.com or by contacting your Rightsholder Representative at rightsholders@copyright.com.

2. Add the "Get Permissions" button to your website

Adding this button is simple! Please visit www.copyright.com/getpermission for details.

Royalty reports are available at RightsCentral

After implementation, you can log into www.rightscentral.com to run custom royalty, content usage and order status reports.

RightsLink is built for publishers of all sizes

Are you interested in implementing a point-of-content licensing solution that monetizes your content, streamlines and automates the licensing process, and increases your overall revenue? RightsLink is available for publishers of all sizes and with licensing and permissions needs for all content types.

Choose the RightsLink configuration that works for you:

- **RightsLink** is a great way to get started earning licensing revenue right away! It's a low cost, easy-to-implement solution that links your content to title-specific, web-based permissions services at CCC's website, www.copyright.com, and provides you basic title-level pricing control for your works.
- **RightsLink Plus** brings article level licensing to your website with a new level of customization. Grow and manage your business and brand with a sophisticated transaction engine that provides advanced levels of pricing flexibility and licensing options.
- **RightsLink Premium** lets you maximize your licensing business with a more customized point-of-content licensing solution that is tailored for your specific business rules and granular pricing needs.

RightsLink service comparison

	RightsLink Basic	RightsLink Plus	RightsLink Premium
Point-of-content licensing	✓	✓	✓
Available 24x7x365	✓	✓	✓
Special orders	✓	✓	✓
Web-based reporting	✓	✓	✓
Multimedia	✓	✓	✓
Publisher-specific branding		✓	✓
Multi-currency		✓	✓
Reprints			✓
Flexible pricing rules	Yes	Advanced	Customized
Customized to your business	Yes	Advanced	Customized

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