

The essential point-of-content licensing solution

Is your licensing and permissions process operating as effectively as you'd like? Would you like to make it easy for your customers to reuse your content — according to your business rules — and free up your permissions staff to perform higher-level activities that grow your business? RightsLink Plus is a cost-effective licensing solution from Copyright Clearance Center (CCC) designed to help you automate the licensing process, while providing you with control over your content.

RightsLink Plus includes many of the critical features of RightsLink Premium. You get access to all orders, providing you with an in-depth view into your customers' buying behavior. Meanwhile, your customers receive a state-of-the-art licensing experience and your permissions staff is armed with the tools necessary to manage your permissions business.

By implementing RightsLink Plus, you will:

- Monetize your online content and promote copyright compliance
- Streamline and automate your licensing process, including order capture, billing, collections and customer service
- Substantially improve customer satisfaction
- Increase operational efficiencies
- Leverage your Web traffic

Getting started is quick, easy and cost-effective. Just follow these simple steps:

1. Choose from a list of types of use

- Reuse in a journal/magazine
- Reuse in a book/textbook
- Reuse in a presentation/slide kit
- Reuse in promotional materials
- ...and many more

2. Choose pricing

All the essential options are already available for your business, such as:

- Full article
- Abstract
- Text Extract
- Figures/Tables/Images

3. Provide your own terms and conditions

RightsLink Plus delivers your terms and conditions for the reuse of your content. CCC will help you implement them into the system.

You are now on your way to adding advanced functionality that delivers a customized user experience, makes licensing easy for your customers, and increases your revenue.

Now Available via Mobile Devices

Download the free Software Development Kit at www.copyright.com/rightslinkmobile



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.

For organizations that serve multiple publishers, RightsLink can be configured as a centralized licensing solution.

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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