

Built for publishers of all sizes

Choose the RightsLink configuration that works for you

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

- **RightsLink Basic** 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 permissions and reprints 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



About Copyright Clearance Center

Copyright Clearance Center (CCC) is a global rights broker for millions of the world's most sought after materials, including in- and out-of-print books, journals, newspapers, magazines, images, blogs and ebooks. Founded in 1978 as a not-for-profit organization, today CCC provides smart solutions that simplify the licensing of content by letting businesses and academic institutions quickly get permission to use copyright-protected materials, while compensating publishers and content creators for the use of their works.



RightsLink®

YOUR POINT-OF-CONTENT LICENSING SOLUTION



RightsLink® is your point-of-content licensing solution

As a publisher, you have invested heavily in extending your content online and building a digital business model.

Maximize your return on investment

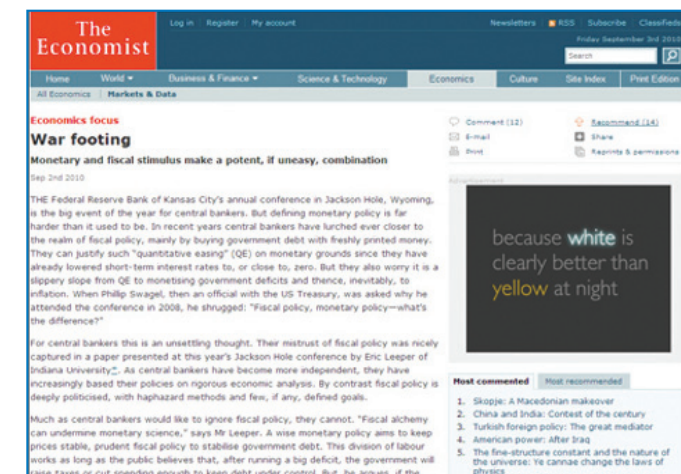
To maximize the return on your investment, Copyright Clearance Center (CCC) offers RightsLink, an innovative online tool that allows your customers to license the reuse of your content (including website content, blog postings, e-articles, images, audio and video, etc.) according to your specific business rules.

RightsLink is integrated seamlessly with your online content, providing your customers with a professional transactional experience, and delivering the control and in-depth insight you need into your customers' online licensing transactions.

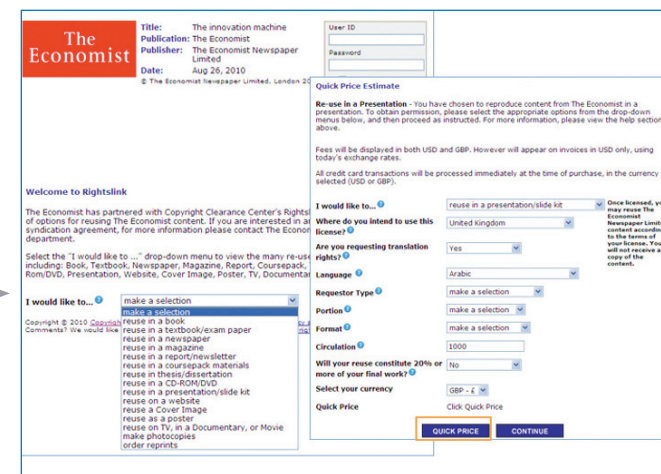
“The Perseus Book Group implemented RightsLink to increase efficiencies and more expediently serve our permissions customers. Now, our staff time is freed up for proactive licensing while our customers with real time permissions needs are more immediately supported by the premium customer service of Copyright Clearance Center.”

Bill Smith
DIRECTOR, DOMESTIC RIGHTS AND DIGITAL PARTNER DEVELOPMENT
CAMBRIDGE, MASSACHUSETTS, USA

How RightsLink works



Customer finds article and clicks “Reprints & Permissions” button.



RightsLink launches, customer selects licensing option, answers publisher's questions, agrees to the pricing and completes the order.

Monetize your content

RightsLink facilitates

- Permission requests
 - Re-publishing requests
 - Re-use for promotional purposes
 - Reprint & e-print orders
 - Single article sales
 - Print-on-demand
 - Administration of author programs
- Page charges
Color charges
Open access fees
Reprints

RightsLink can be customized for any publisher:

- B-to-B
- Consumer
- Newspapers
- Scientific, Technical & Medical (STM)
- Trade

“The Economist has built an excellent relationship with CCC, working closely together to create a bespoke and highly-intuitive RightsLink system which minimises staff input and maximises sales. CCC is consistently available to support the needs of our multinational customers, and we value our partnership with them.”

Rebecca Cogswell
LICENSING & SYNDICATION DIRECTOR
AT THE ECONOMIST
LONDON, ENGLAND

Now Available via Mobile Devices



Enhance customer experience and your operations

RightsLink not only enhances your online business, but it also improves customer satisfaction and increases operational efficiencies as well, freeing your staff to focus on higher level priorities.

Streamline and automate your licensing process

On-Demand ordering
Using RightsLink as an integrated component of your website, your customers can order reprints and obtain reuse permissions directly from the point of content, 24 hours a day, 7 days a week. Your customers have the convenience of licensing what they want — when they want it!

Optimal customer experience

RightsLink offers best-in-class features, including:

- **Instant Licensing:** Permissions are cleared instantly, according to your types of use, business rules, and terms and conditions.
- **Integration with Third Parties:** Reprint orders are captured online and routed directly and immediately to your preferred reprint partner.
- **Multi-Currency:** Customers can pay by credit card and in multiple currencies.
- **All Content Types:** RightsLink handles not only text but images, blogs, audio and videos as well.

Improve customer satisfaction

Enhanced customer service and lower costs

CCC handles all RightsLink customer service and billing with professional, timely attention — so that you don't have to! CCC maintains extended hours to accommodate customers around the world and responds to queries by phone and by email. As a result, you have happier customers and more repeat orders.

Get Insight into your customers

Copyright Clearance Center provides publishers a convenient, web-based interface that offers real-time reporting on RightsLink customer transactions and the ability to create customized reports for additional analysis. In addition, our RightsHolder Experience team is available to help you get the most out of your RightsLink service, including gaining better insight into your customers' buying behaviors.

Increase operational efficiencies

Free your staff to focus on higher level priorities

Not only does RightsLink represent new revenue opportunities through online licensing and monetization of content, but it can also free your staff to focus on higher-level tasks. Instead of manually handling permissions and reprint orders, your staff can spend time performing higher level activities to promote reuse of your content and grow your business.

RightsLink publication services

Today, many large scholarly journals collect fees from authors using production systems with cumbersome and inefficient e-commerce features that are costly to integrate. RightsLink Publication Services is an automated means for scholarly publishers to process color charges, page charges, Open Access submission fees and reprint orders from authors. This easy-to-use service can be seamlessly integrated into any journal production system and manuscript submission workflow.

Implement Publication Services today to:

- Increase author satisfaction
- Reduce pre-order, invoicing and collections costs
- Free up staff to focus on growing the overall business