

Information Usage Survey Overview

For Survey Coordinators

As part of your Copyright License agreement with Copyright Clearance Center (CCC) or RightsDirect, every two years your company is required to participate in an Information Usage Survey. The survey helps ensure that publishers, authors and other copyright holders are compensated fairly for the use of their content.

CONDUCTING THE SURVEY IS EASY

Step 1. Pick a date – Contact your Client Engagement Manager to determine a kick-off date. Once registered, participants will report their content usage for 10 business days.

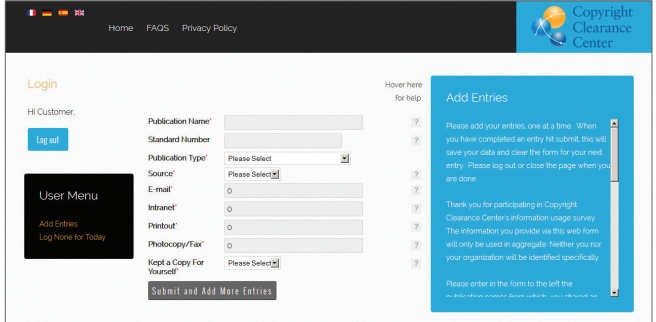
Step 2. Identify participants – Create a list of employees who use and share published materials on a regular basis. Consider people involved in sales, marketing, corporate communications, business development, legal, research and product development.

Step 3. Roll out – Contact the employees on your list and ask them to participate in the survey. Include the survey participant overview and the frequently asked questions provided by CCC/RightsDirect. We'll supply a sample solicitation email.

HOW DOES THE SURVEY WORK?

Employees will be asked to go www.corporateusagesurvey.com to register. First, they will be asked to provide their email address and select a password. Next they will enter their CCC Company Code, confirm their company name, and survey start date. Finally, they will identify their role and location. Upon confirming employees' participation in the survey, please be sure to send them the CCC company code (if you don't know your CCC company code, please contact your CCC account manager or TideWatch at support@corporateusagesurvey.com).

The information usage survey is administered by TideWatch Partners, LLC, an independent market research company. Participants' personal information will not be used for any purposes other than validation of their participation in the survey, nor will it be shared with outside parties. And the specific data reported in no way affects the license fee your company pays.



WHAT TYPE OF INFORMATION SHOULD PARTICIPANTS REPORT?

You will be asked to report published materials you have shared within your company during the survey. Examples of published materials include journals, newspapers, newsletters, websites, magazines, books, industry publications, standards, and blogs. The survey site will direct you to report publication information and how you used it (emailed to colleagues, posted to an intranet site, photocopied, etc.).

For more information about the Information Usage Survey, please contact your Client Engagement Manager.

If you have technical questions about the survey process please contact TideWatch at support@corporateusagesurvey.com.