



# Advancing Business with the Annual Copyright License

Applying the latest news and research is essential to the success of most businesses. Given the intense pressure to stay ahead of the competition, professionals must collaborate and share published content.

Here's a look at how the Annual Copyright License can support global teams and accelerate business results.



## Marketing

To substantiate claims made in promotional materials, companies can store full-text for all supporting materials such as published articles and conference abstracts in the same system used to develop, manage and approve marketing content.



## Competitive intelligence

Teams can host SharePoint libraries including news articles, published literature, press releases, and other materials related to direct competitors.



## Market monitoring

Market reports can be stored on collaboration sites and shared with colleagues to make critical decisions about business such as production and pricing, as well as to protect the company's brand and reputation.



## Corporate communications

A PDF version of a recent newspaper article about the company can be embedded into the company newsletter for distribution to internal staff.



## Research and development

Research articles can be shared as a PDF attachment in an email to colleagues or related articles can be stored on collaboration sites<sup>1</sup> for a more extensive review of existing literature.



## Third-party collaboration

License coverage can be extended to collaborative projects with other licensees to work jointly on developing promotional materials, outsourcing research trials, or developing new products or technology.<sup>2</sup>

1 All allowed uses are subject to the general restriction under the Annual Copyright License that the authorization provided by the license does not include any right to create a library or collection intended to substantially replace user's need for a particular work.  
2 The Collaboration License (an amendment to your organization's Annual Copyright License) can be used to provide extended coverage to project team members who are employees of collaboration partners which also maintain an Annual Copyright License.

## ANNUAL COPYRIGHT LICENSE BENEFITS:

- Provides access to a single, consistent source of global sharing rights across millions of published works.
- Accelerates collaboration across global teams, including qualified contractors, to drive business forward.
- Complements subscriptions and purchases, filling in the gaps to help users maximize the value of their content investments while complying with copyright.
- Saves time and costs related to pursuing individual permissions.
- Makes it easy to view content rights anytime within existing workflows. Minimizes infringement risk.