

## Temple University Press Increases Rights Revenue and Reduces Costs with CCC's Rights Licensing Services

Founded in 1969, Temple University Press chose as its inspiration Russell Conwell's vision of the university as a place of educational opportunity for the urban working class. The Press is best known as a publisher of books in the social sciences and the humanities, as well as books about Philadelphia and the Delaware Valley region. Temple was an early publisher of books in urban studies, housing, and labor studies, organizational reform, social service reform, public religion, health care and cultural studies. It became one of the first university presses to publish in what later became the fields of women's studies and ethnic studies. Today, it continues in those fields and in many newer ones. Temple's regional list encompasses scholarly books, coffee table books, and books about art, culture, birding, fishing, hiking, sports teams and the urban and suburban environments.

Recognizing that an important revenue stream—royalty income associated with rights and permissions requests from colleges and universities seeking to photocopy content from its textbooks—was not being fully exploited and that it lacked the staff and expertise to fully administer this labor-intensive business process, Temple signed on with Copyright Clearance Center (CCC) for its Academic Permissions Service.

CCC is the world's largest provider of text-licensing services. Its Academic Permissions Service, a key component of its Publisher Services offering, makes it easy for educators to get the permission they need to distribute content while publishers, in this case, Temple University Press, generate new royalty revenue from the secondary use of their works. In addition to helping publishers ensure they are compensated for use of their content on campus,

CCC's licensing services dramatically reduce the administrative burden of managing rights and permissions processes.

### CCC's Academic Permissions Service – How it Works 101

Upon signing the agreement, Temple provided CCC with its list of textbook titles and CCC added them to its massive inventory, which is accessible to content users at CCC's website, [copyright.com](http://copyright.com). As new books are published, they are added to the database.

“The fact that we participate with CCC helps us increase our rights revenue, and at the same time, saves us a great deal of money,” stated Kull. “CCC really fills a critical need for our organization.”

*Matthew Kull, Temple University Press' Rights & Contracts Manager*

When a college or university librarian, professor, administrator, or other staff member such as copyshop employees, contact Temple by email or fax to get permission to reuse content, they are directed to [copyright.com](http://copyright.com).

There, they simply type in the title of the Temple book, the standard number, or the publisher's name to locate the publication they wish to use or share. Next,

using CCC's intuitive user interface, they indicate how they want to use the content, .e.g. photocopy for academic coursepacks or classroom handouts, and check out using a familiar shopping cart process. They can pay by credit card or CCC will send them an invoice. The user receives a printable license and the entire process is complete in a matter of minutes. CCC processes all transactions and distributes the royalty payments to Temple.

### CCC Earns High Marks for Results Delivered

According to Matthew Kull, Temple University Press' Rights & Contracts Manager, Temple's rights income for the academic market has increased more than 15% each year over the past three years and the increase is directly attributable to CCC's Academic Permissions Service. Furthermore, without CCC in place to help manage Temple's rights and permissions processes for educational institutions, Kull estimates that his organization would need to hire at least one full-time employee, translating to a cost savings of thousands of dollars annually.

"The fact that we participate with CCC helps us increase our rights revenue, and at the same time, saves us a great deal of money," stated Kull. "CCC really fills a critical need for our organization."

What also impresses Kull about CCC is its Publisher Relations team. "They not only keep us abreast of important issues in our industry, but they are truly wonderful to work with and are imminently accessible."

Based on the success Temple experienced with CCC around the initial service it registered for, the publisher has continually signed up for additional, complementary CCC services including the Electronic Course Content Service. This service provides content users with authorization to post copyrighted material on a password-protected website for academic use, also known as electronic reserves or e-reserves. Users seeking this type of permission go about

placing their requests via [copyright.com](http://copyright.com) the same way as users seeking permission for photocopies. According to Kull, royalty revenue associated with e-reserves rights has steadily increased over the past several years, and most impressively, grew more than 200% in the past year for Temple, an accomplishment he again attributes in part to the relationship with CCC.

Most recently, Temple signed an agreement with CCC to test the Academic Repertory Licensing Service, an innovative new offering that provides academic institutions with a single comprehensive license to use and share publishers' copyrighted content in all forms—paper and electronic coursepacks, classroom handouts, electronic library reserves, course management systems and more.

"We were attracted to this service because it's very much in line with our mission," concluded Kull. "It makes it easier for academia to access and legally use content from our textbooks while ensuring that we are fairly compensated. Simply put, this new CCC offering allows us to reach our market in the most beneficial way possible for all parties."

### About Copyright Clearance Center

Copyright Clearance Center is the world's largest provider of text licensing services. These services, combined with CCC's Web-based applications and tools, allow tens of millions of people in corporations, universities, law firms, and government agencies to lawfully use and share published information with ease. Since its founding as a not-for-profit company in 1978, CCC has created and expanded the markets and systems that facilitate content reuse and the distribution of royalties to publishers and authors around the world. By offering rights to millions of the world's most sought-after publications, the company plays a major role in the global knowledge economy and encourages support for the principles of copyright. For more information visit [www.copyright.com](http://www.copyright.com).