

HighWire Press Helps Publishers Increase Royalty Revenues by Integrating CCC's Rightsconnect with the HighWire Hosting Platform

HighWire Press, a division of the Stanford University Libraries, produces online versions of high-impact, peer-reviewed journals and other scholarly content. A recipient of the Association of Learned and Professional Society Publishers (ALPSP) Award for "Service to Not-for-Profit Publishing," HighWire partners with influential scholarly societies, university presses and publishers to create the finest online hosting platform for fully searchable research and clinical journals and books. HighWire-hosted publishers, such as the American Society for Biochemistry and Molecular Biology, and the American Academy of Neurology, produce 71 of the 200 most frequently cited journals in the life sciences.

Because its publishing partners create some of the world's most sought after scientific, technical and medical (STM) content, the issue of copyright is of critical importance to both HighWire and its more than 140 publishers. As a result, when Kristen Fisher Ratan, HighWire's Marketing Manager, was approached by Copyright Clearance Center (CCC), the world's largest provider of copyright licensing solutions, about Rightsconnect™, her curiosity was piqued. Rightsconnect allows Web services, application providers and others to integrate their online content directly with CCC's robust licensing database, making it easy for content users to search, price and obtain copyright permissions while bringing new levels of ease and efficiency to the permissions process.

"What instantly struck me is that Rightsconnect really gets to HighWire's philosophy of putting the appropriate information in the users' hands, at precisely the right time, in their natural workflow," said Ratan.

Quick to recognize the many benefits Rightsconnect would provide to HighWire's publishers and their communities, Ratan obtained buy-in from HighWire's director John Sack to discuss the integration with their publishers at their spring meeting.

"We introduced Rightsconnect at our spring meeting in 2007 and our publishers were very excited about it," recalled Ratan. "It not only represented a great opportunity for the publishers to remind their users of intellectual property laws, but it also gave them an option, a functional link, that they could click on to obtain permission to re-use content,

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*Kristen Fisher Ratan,
Marketing Manager,
HighWire Press*

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as opposed to giving them a negative message. It's like giving users preventative medicine and I think that's why Rightsconnect is so appealing to us and our partners."

Implementing the solution was simple. When researchers, physicians, college faculty and other readers of scholarly journals hosted by HighWire want to purchase permission to use and share content they click on the blue 'Get Permissions' button located next to articles and abstracts, select the type of permission they need, specify how they plan to use the material and add it to their shopping cart. CCC collects the royalties for the publishers, sends them distribution payments, and emails electronic title usage reports.

Some of HighWire's larger publishers were already using CCC's Rightslink® service to manage their online rights and permissions process through HighWire and they continue to do so. Of those publishers not using Rightslink, approximately 80% opted to use Rightsconnect.

According to Ratan, the addition of Rightsconnect on HighWire's platform has made a positive impact on its publishers. "Rightsconnect is providing a new revenue stream for the publishers and improving the user experience by providing information exactly when it's needed," explained Ratan. "Before it was a much more cumbersome process for a user to get permission, so maybe it didn't happen at all and the user chose to use other material."

The integration with CCC has also proven beneficial to HighWire by providing the prestigious hosting platform provider with a tremendous value-add it can offer to new and existing publishing partners. "HighWire's mission is to serve scholarly publishers—to help them thrive—and having this easy-to-use copyright feature from CCC on our platform is another way to serve that mission."

About Copyright Clearance Center

Copyright Clearance Center creates innovative licensing solutions for the seamless sharing of knowledge. CCC's licensing services, combined with its Web-based applications and tools, allow tens of millions of people in corporations, universities, law firms and government agencies to 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 please visit www.copyright.com.