

Media Inquiries

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Copyright Clearance Center Named EContent 100 Company Fourth Year in a Row

Danvers, Mass. – December 10, 2009 - [Copyright Clearance Center](#), Inc. (CCC), a not-for-profit organization that is the world's leading provider of copyright licensing solutions, has been named for the fourth consecutive year to [EContent magazine](#)'s EContent 100 list of companies that "matter most in the digital content industry."

CCC's Rightsphere, Rightslink and Annual Copyright License were singled out as key products by the EContent magazine editorial staff, its contributing editors and their colleagues from Information Today, Inc.

Rightsphere®, introduced in June 2006, is a breakthrough rights advisory and rights management solution for corporations. It delivers instant answers to the common employee question: "What am I allowed to do with this content?" Rightsphere helps businesses promote collaboration and the sharing of published information while respecting copyright. It has been adopted by leading global corporations, including Pfizer, Philip Morris USA, AstraZeneca, Boeing Company, Novartis and Eli Lilly.

Rightslink® is an online service that enables content users to purchase copyright permissions and reprints directly from content on the Web or in database services. Rightslink, now in use in more than 11,000 journals, magazines and newspapers, as well as thousands of books, has established itself as the de facto industry standard among major publishers for online rights and permissions. This year, the American Institute of Physics, the American Academy of Pediatrics, Springer and John Wiley & Sons have selected Rightslink for licensing their various electronic content.

The Annual Copyright License allows content sharing and distribution among employees of a single institution or organization, eliminating the need to obtain individual copyright permissions. This year, the University of Texas System adopted the academic version for use on its Austin campus.

"Copyright Clearance Center has been present on this list for almost half the decade because its products consistently meet the needs of customers in the marketplace," said Michelle Manafy, Editor in Chief, *EContent* magazine. "Rightsphere, Rightslink and the Annual Copyright License all help to further the use of online content and thus play a role in reigniting the content economy, which was the focal point of our list this year."

"We are happy to be honored by *EContent* magazine four years in a row," said Tracey Armstrong, CCC President and Chief Executive Officer. "As content moves from print to

electronic, we are striving to offer products that help content managers and users be copyright compliant in this new digital age."

About Copyright Clearance Center

Copyright Clearance Center, Inc. is the world's leading provider of 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 worldwide 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. Visit www.copyright.com for more information.

ABOUT ECONTENT

EContent is dedicated to one of the most essential commodities any business has to offer--content. While the digital era has provided businesses with unprecedented access to content, it has also created an exponentially increasing need to manage, store, and deliver that content in ways that are efficient, effective, and affordable. Every industry—from publishing to pharmaceutical—needs to maximize its content resources. With this steady rise in digital content challenges, *EContent* magazine is there to help guide professionals with sound advice and breaking news. *EContent* is the most respected source for information about the digital content industry. The magazine has a mission to clearly identify and explain emerging digital content trends, strategies, and resources that will help readers navigate the content maze and find a clear path to profits and improved business processes. Essential reading for executives and professionals involved in content management, creation, acquisition, aggregation, and distribution in corporate and B2B environments, *EContent* provides the go-to resource for digital content business strategies.

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