

## Member Profile: Copyright Clearance Center

STM are pleased to welcome the Copyright Clearance Center (CCC) as new members. Many of you will be familiar with some aspects of CCC, since much of the STM industry already uses CCC services to help their customers license content easily and quickly. CCC's mission is to create innovative licensing solutions for the seamless sharing of knowledge and the organisation allows tens of millions of people in corporations, universities, law firms and government agencies to use and share published information. Since its founding as a not-for-profit in 1978, CCC has facilitated content reuse and the distribution of royalties to publishers and authors around the world. We asked Bill Burger, Vice President of Marketing, to tell us more about CCC and its activities and what attracted CCC to join STM.

### **Q1: We've seen a lot of changes and new products coming out of CCC lately. What's driving the company?**

**BB:** What's really driving CCC over the last several years is the explosion of electronic content and the variety of ways content is used and shared by anyone with a PC. The business and academic worlds have become highly collaborative. Content sharing is the life blood of businesses, research organizations and academic institutions. We're developing new products and services and adopting new licensing models to reflect the new ways people are accessing and using content.

### **Q2: Can you give us an example?**

**BB:** Let's look at our Rightslink service, which is used throughout the STM world. Rightslink lets content users order copyright permissions and reprints online, directly from content pages, 24/7, anywhere in the world. It offloads an administrative headache from staff that have higher-value things to do, and it improves customer response. It also harvests additional permissions and reprint revenues. The service is so widespread that STM customers are coming to expect the Rightslink icon on content pages, and it's become a mainstay of publishers' content monetization strategies. And because it's an online service, Rightslink is integrated into electronic content workflows adopted by STM subscribers.

### **Q3: What are some of the more important new ways people are using content?**

**BB:** Electronic content is being used, shared and distributed in a multitude of new ways that no one even thought of five years ago. We're seeing mash-ups that combine text with graphics, video and music distributed via RSS feeds, email and so forth. We see corporate and academic librarians and other information professionals setting up customized information feeds for the clients. It all has to be searched, selected, combined and distributed quickly if employees and workgroups are to keep up, and that means content licensing has to keep pace as well. CCC is dedicated to lowering licensing barriers, helping those who respect copyright and IP rights by removing licensing "friction" from content use workflows. Most people want to "do the right thing" where copyright is concerned. CCC makes doing the right thing fast and easy.

### **Q4: Last year, you introduced Rightsphere. How does it fit into the issues you're talking about?**

**BB:** Rightsphere is a great example of our drive to integrate copyright into content workflows. It's a rights advisory and management tool that gives employees instant answers to the common question: "What am I allowed to do with this content?" Let's say a research scientist wants to share a scientific article she's read online. She simply hits the Rightsphere icon on her browser and she's instantly told what rights she has to share that particular content. The answer might be she's allowed to email the article to company colleagues but not to business partners, or that she can use the content in a slide presentation but not on an intranet site. The answers are given in layman's language and reflect the particular rights agreements owned by her company. Rightsphere's been implemented by many leading companies, such as Novartis, Philip Morris, Eli Lilly and Boeing. Hundreds of thousands of employees at our customer sites have access to Rightsphere, and it's performing very well in the field. We're seeing strong interest in the product by a number of other Fortune 100 firms.

**Q5: How big is CCC today?**

**BB:** We've passed \$170 million in revenues and we have more than 200 employees. More than 20 million employees of U.S. companies are covered by CCC licenses, and more than 1,000 academic institutions, including nearly all of the leading research universities, use our services. We're enjoying steady growth but we also see a lot of change. Customers are more sophisticated and creative. They're using content in new ways that reflect the demanding nature of our knowledge-based collaborative economy. So we all need to be innovative and adaptive for a more informed, demanding and discerning market.

**Q6: What attracted CCC to join STM and what STM activities do you expect to contribute to?**

**BB:** Many STM publishers we work with are active in the organization. We look at STM as a wonderful forum for better understanding the opportunities and challenges they face—and also to help them understand our business as well.



**Bill Burger, Vice President of Marketing**  
[Copyright Clearance Center](#)

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