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Copyright Clearance Center Featured in Outsell Open Access Market Report

Not-for-Profit Organization Named One of “10 to Watch” in the Open Access Space

Danvers, Mass. – [Copyright Clearance Center, Inc.](#) (CCC), a not-for-profit organization and leading provider of licensing solutions, was named one of “10 to Watch” in Outsell’s first [Open Access Market Report](#).

CCC provides [solutions](#) to help publishers manage variable Open Access models through its [RightsLink®](#) platform, which supports unique pricing rules, licenses and messaging for Open Access journals to encourage compliance with funding agency requirements. It was the only company named in the report that functions as an intermediary for collection of article processing charges (APCs) between publishers, authors and institutions.

Using RightsLink, an easy-to-use licensing solution, publishers can offer permissions at the point-of-content, whether on a website, through a mobile application or in the hands of a third-party aggregator.

“CCC is already entrenched in the STM ecosystem with RightsLink, which, in postpublication, can support the permissions documentation process, reducing friction for third parties who want to reuse content,” said Laura Ricci, Senior Market Analyst, Outsell. “Perhaps most important from a business standpoint, RightsLink and CCC can monitor use, reuse, and uptake data so that new powers to vary pricing can be matched by the ability to monitor the market’s reaction.”

“Today publishers are testing different publishing models such as Green, Gold, and hybrid to meet the growing demand for Open Access content,” said Roy Kaufman, CCC Managing Director of New Ventures. “Open Access is not a one-size-fits-all solution and, with our years of experience, CCC is uniquely positioned to help publishers answer complex questions about rights as they seek to balance evolution with viability.”

For 30 years CCC has been creating rights licensing solutions to help rightsholders optimizeroyalties for content, extending their reach into global corporate and academic markets and providing tools to manage their permissions business more efficiently.

To download a complimentary copy of the report, [click here](#). To listen to Laura Ricci in a podcast about the report, [click here](#).

About Copyright Clearance Center

Copyright Clearance Center (CCC), the rights licensing experts, is a global rights broker for the world’s most sought-after materials, including in- and out-of-print books, journals, newspapers, magazines, movies, television shows, images, blogs and ebooks. Founded in 1978 as a not-for-profit organization, CCC provides smart solutions that simplify the access and licensing of content and let businesses and academic institutions get permission to use copyright-protected materials quickly, while compensating publishers and content creators for the use of their works. We make copyright work. For more information, visit www.copyright.com.

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