Integrated Licensing and Content Solutions

Rights at the point of content. Content at the point of rights.

For over 30 years, Copyright Clearance Center (CCC) has developed rights licensing solutions to help rightsholders increase royalties for their content, extend their reach into global corporate and academic markets and more efficiently manage their permissions businesses.

With the rise of digital content and research showing that more than 80% of knowledge workers share information with their teams weekly, it is critical that content delivery and reuse licensing operate seamlessly together.
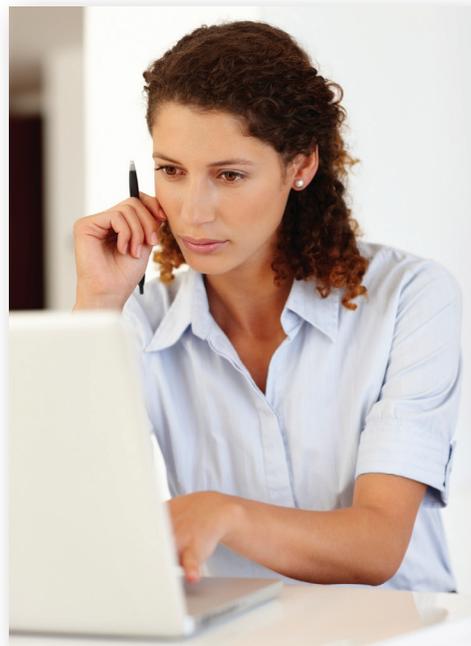
In response, CCC has integrated content purchase and rental options into its copyright compliant workflows leveraged every day by users at corporations, academic institutions and publishers' websites. In each of these channels, publishers can:

- Drive content to thousands of corporate and academic users within their workflows
- Extend their reach within the research community
- Access real-time content usage reporting and analytics
- Provide a sophisticated reading experience to content renters through CCC's state-of-the-art content viewer

Content Delivery in Corporate and Academic Workflows

DirectPath

DirectPath provides business employees — wherever they are in their workflow, wherever they are in the world — with the immediate answer to the question

"What can I do with this content?" Now, using this same platform, CCC offers business employees the ability to rent or purchase content when access isn't available through an enterprise-wide subscription.

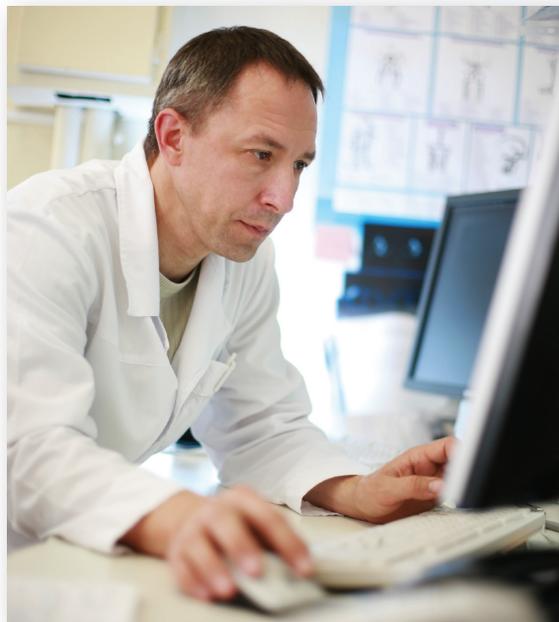When you offer your content through this platform, you will:

- Provide customers with immediate access to your content within a workflow that promotes copyright compliance
- Complement your subscription business by providing purchase and rental options for non-subscribed content

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Get It Now

Get It Now provides academic library patrons and staff instant access to journal articles that are not available through their institutional subscriptions. Integrated into traditional interlibrary loan (ILL) systems, this service was developed to augment interlibrary loan, which often takes too long for the real-time information needs of faculty, staff and students.

By offering your content through Get It Now, you will:

• Meet the needs of researchers, patrons and staff at academic libraries

• Have confidence that users are receiving lawful copies of your high-quality, full-color PDFs

• Track real-time content usage to identify subscription upsell opportunities

Content Rental and Delivery from Your Website
RightsLink

CCC's established RightsLink service enables you to supplement the rights and permissions services you offer customers at your website with rental and purchase options.

According to research commissioned by CCC, the vast majority of non-subscribing visitors to publishers' pay- per-view websites are not converting to paying customers. In fact, for every 1,000 abstracts viewed, only 1.4 articles are purchased. By offering rental and purchase options through RightsLink, you can:

• Convert price-sensitive content browsers into paying customers

• Provide purchase and rental options directly from your website

• Set pricing for purchase and/or rental

• Access robust reporting and analytics

Interested in Learning More?
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