RightsLink: Keeping Pace with Your Publishing Business

A digital transformation is happening in publishing that impacts not only how people discover and consume content, but also how it is licensed and shared.

Innovative transactional services that enable you to streamline your business and generate new revenue are critical to your future competitiveness.

For over a decade, publishers have depended on RightsLink — a powerful transactional service from Copyright Clearance Center (CCC).

For permissions and reprints. For Open Access. For content rental and delivery.

Today, every transaction counts. Wherever, whenever it takes place.

RightsLink.

The Perseus Book Group implemented RightsLink to increase efficiencies and more expediently serve our permissions customers. Now, our staff’s time is freed up for proactive licensing while our customers with real-time permissions needs are more immediately supported by the premium customer service of Copyright Clearance Center.

Bill Smith
DIRECTOR, DOMESTIC AND DIGITAL RIGHTS
THE PERSEUS BOOKS GROUP

Monetizing Web Content

CCC works directly with publishers and their customers every day. In real time, RightsLink meets the challenge of facilitating permissions requests for copyrighted articles, images, and new media content right from publishers’ websites.

Configurable – Offer permissions and reprints according to your business rules.

Convenient – Deliver automated / instant / 24x7 licensing and customer service to your customers.

Integrated – Capture reprint orders online and route them directly to your preferred reprint partner.

Responsive – Gain business insights from customer transactions to manage pricing and content creation.

RightsLink frees up your staff’s time, reduces costs, and maximizes revenue.

In a world of change, experience matters.

How RightsLink works

Customer finds an article on your website and chooses “Get Permissions.”
Answering the Open Access Challenge

Open Access has triggered new complexities for everyone in publishing.

Understanding nuanced licensing options can be challenging for visitors to your website.

To help, RightsLink’s configurable platform enables you to inform customers about your Open Access policies and licensing options at the article level.

Customers get immediate answers and your staff remains free to focus on other business activity.

Delivering Content When Timing is Everything

In business, research and academia, success begins with easy access to valuable content and the ability to reuse and share that content within workflows.

RightsLink enables content delivery immediately and effortlessly, placing rental and/or purchase options just a click away from the content found on your websites.

RightsLink turns content browsers into customers.

With RightsLink, our readers can quickly find the content they wish to license, determine their specific licensing needs and then follow through to license purchase. Incorporating RightsLink gives us more efficient real-time licensing and allows us to fully maximize the value of our content.

Betsy Jones
SENIOR VICE PRESIDENT AND PUBLISHER, AMERICAN MEDICAL ASSOCIATION
About Copyright Clearance Center
Copyright Clearance Center (CCC), a leading global rights-licensing technology organization, provides solutions that simplify compliance for content users, promotes the work of creators and supports the principles of copyright. A rights broker for the world’s most sought-after journals, books, blogs, movies and more, CCC makes it easy for businesses and academic institutions to use, share and store copyrighted material while compensating content creators for their works. With its international subsidiary, RightsDirect, CCC serves more than 35,000 customers and 12,000 publishers around the world.