



RightsLink[®] for Permissions

Seamless Online Permissions Management

Make manual permissions management a thing of the past, and free up your permissions staff to focus on strategic high-value orders.

Help your customers secure rights to the world's most highly valued content more quickly and efficiently.

RightsLink[®] allows your customers to clear the permissions they need to reuse text, images, videos, and other published material directly from the point of content on your online platform.

HOW IT WORKS:



Select 'Request Permissions' link on publisher's content page to open RightsLink



Select licensing options and answer publisher's questions regarding reuse



Get instant price quote (where applicable), according to publisher's business rules



Agree to the pricing and complete the order



Receive instant order confirmation by email



Access order status and history online

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FEATURES AND BENEFITS

CCC's RightsLink® supports publishers and their customers with a world-class, trusted solution that offers:

- **Configurability** – The permissions workflow is fully automated online according to each publisher's unique business requirements for each type of content. Strategic, high-value requests can be redirected to the publisher for review and direct management right within the system.
- **Customer Convenience** – Instant, around-the-clock licensing at the point of content, with customer service support by phone, email, and chat give customers a great experience and increase repeat business.
- **Insight** – Real-time reporting gives publishers greater understanding of customer behavior — data which can be used to drive decisions about pricing and content development.
- **Efficiency** – Automated and streamlined billing and collections in multiple currencies, frees you and your permissions team from the time-consuming manual processing of orders and lets you focus on high-value strategic priorities.

“Originally we thought we would just transfer the revenue we were producing from handling permissions manually to the RightsLink system. In fact, not only did RightsLink free up our staff for more strategic activities, but the workflow improvements, and the positioning of the RightsLink ‘Request Permissions’ button at the point of content on our site, actually enabled a dramatic increase in the number of permissions cleared. The resulting revenue far exceeded our expectations.”

Alfredo Santana

ASSOCIATE DIRECTOR FOR GLOBAL RIGHTS IN THE U.S., WILEY



Copyright Clearance Center (CCC), with its subsidiaries RightsDirect and Ixxus, is a global leader in content workflow, document delivery, text and data mining and rights licensing technology for thousands of publishers, businesses and academic institutions. CCC's solutions provide anytime, anywhere content access, usage rights and information management while promoting and protecting the interests of copyright holders. CCC serves more than 35,000 customers and over 12,000 copyright holders worldwide and manages more than 950 million rights from the world's most sought-after journals, books, blogs, movies and more. Since 2008, CCC has been named one of the top 100 companies that matter most in the digital content industry by EContent Magazine. The company has locations in the US, the UK, the Netherlands, Spain, Romania and Japan.



LEARN MORE

Explore the ways in which RightsLink® for Permissions can transform your rights business.

 1.978.750.8400

 copyright.com/rightsholders/rightslink-permissions/