

Marketplace

Frequently Asked Questions

What is Marketplace?

Marketplace is a new, comprehensive, next-generation ecommerce site that serves as the online hub for the purchase of rights from a select group of CCC's Pay-Per-Use licensing services, including rights for republication, for reporting ILL borrowing, commercial document delivery, and photocopying for library reserves. Marketplace provides an advanced workflow and simple buying experience allowing customers to easily search, find and obtain permissions to use publications from thousands of publishers around the world and to request article reprints from Copyright Clearance Center (CCC).

This is just the beginning. In the future, Marketplace will be the place to go for all CCC Pay-Per-Use Services and document delivery. Shared capabilities including a robust pricing engine, workflow tools and article-level rights management will help give publishers more control in aligning permissions, content offers and pricing across channels.

Visit Marketplace at marketplace.copyright.com.

Why is CCC moving transactional permissions to a new website and what will happen to copyright.com?

Copyright.com continues to be the hub for copyright education and to serve as a platform to promote CCC solutions and services. Marketplace will be our dedicated ecommerce site for all copyright permissions and content (article reprints requests and document delivery) in the future.

Which rights are currently available on Marketplace?

Rights for republication, for reporting ILL borrowing, commercial document delivery, and photocopying for library reserves are available on Marketplace. In the future, all transactional rights and content purchases will be made on Marketplace.

What do these changes mean for me as a publisher?

Marketplace provides an opportunity to experience CCC's next-generation transactional licensing services and provide licensees with improved workflows, special request features and project tools, thus allowing you to drive more revenue, attract more customers who buy in bulk, and convert more special requests to orders.

Benefits include significant enhancements to support and streamline the special request process, such as:

- An intuitive workflow to facilitate publisher-to-customer communication
- New tools to help you respond more quickly, including the ability to select and assign requests to your colleagues

What does Marketplace mean for my customers?

Republication customers have often requested a simpler way to search for and obtain copyright permissions to republish or display content, communicate with publishers for special requests, and request article reprints.

Repeat republication customers familiar with the legacy workflow on copyright.com will now have a more intuitive interface with Marketplace and benefit from article-level search, a new project-based template, and an improved communication channel with publishers for special requests.

Customers seeking rights for reporting ILL borrowing, commercial document delivery, and photocopying for library reserves, will also benefit from the capabilities above and a simpler buying experience, enabling them to more easily search, find and obtain permissions from thousands of publishers around the world.

Are Marketplace searches at the article level? How does CCC get my article data?

In contrast to copyright.com, Marketplace has default search functionality for journal content based on the availability of article-level data. For many years, customers have asked for article level details on copyright.com. Marketplace provides access to article information. Some journal publishers provide CCC with article-level metadata — when this is not provided, CCC uses available industry sources such as Crossref. If we do not have article data either from the publisher or from other sources, there will not be article level search results — only title-level search results will surface.

What kind of reporting can publishers expect and where will it be?

Publisher Admin will not reflect Marketplace special requests nor Marketplace transactional order data.

Instead, PubPortal features three tabs within the permissions channel in support of the Republication Licensing Service. The first tab is called Special Requests and it allows publishers to view, respond to and manage special requests originating from Marketplace for the Republication Service. The second tab, called Reports, features a robust transaction summary report for any republication order coming from the Marketplace channel. Publishers can filter results, view a condensed online web report and download a detailed Excel report. The third tab, called Promotions, enables publishers to generate promotional codes. See section below on page four for more information on support for promotional codes.



Does my RightsCentral account still work?

Yes. RightsCentral surfaces and links to Marketplace special requests. To streamline the publisher experience for these requests, single sign-on is automatically enabled for publishers.

Do I need to update anything on my end (e.g. prices, agreement, T&C) to make my rights visible on Marketplace?

No. Rights for republication, for reporting ILL borrowing, commercial document delivery, and photocopying for library reserves are processed on Marketplace according to the same fee schedule, and with the same terms, as they are on copyright.com today.

I see that reprints are offered for my content on Marketplace. I did not authorize CCC to sell reprints on my behalf, and I have an exclusive with another reprints reseller. How can I get that link removed for my content?

Marketplace surfaces the Reprints/ePrints request form for all articles. As with our current business practice when we receive a reprints/ePrints inquiry, our reprints team will reach out to the relevant publisher and take direction from the publisher on whether and how to address reprints requests.

What responses do licensees get for the republication types of use in Marketplace?

Customers on Marketplace get pre-authorized/priced, deny, and special request responses on the request details page. They can change their answers to questions and get an updated response in real-time, without having to select 'update price.' They can submit special requests, along with comments and an uploaded file, and check out priced items. They can pay with a credit card or by invoice and specify billing and address details for each order as part of the checkout workflow.

What can customers do in Manage Account?

Within Manage Account on Marketplace, customers can perform several actions, including:

- Respond to special requests. Customers can accept and add to cart, deny, add more comments and upload more files.
- Edit special requests. Customers can make changes to a request if prompted by a publisher, rather than having to cancel the original request and submit a new one.
- View completed orders.
- View and pay invoices.
- View and change their account settings.



What is the process to edit a special request?

The editing special requests process is as follows:

- From within Manage Account, buyers will be able to select “edit” and navigate to the request details page where they can make updates to their original request, including new work and original content questions.
- Updates will then be submitted to the publisher for review.
- If changes to the request result in a priced response, customers can add the item to their cart and check out. The original request is then closed and marked as “converted to a priced item.”

How do customers create an account on Marketplace?

New customers can create a new individual or organization account when prompted in Marketplace to log in. Customers who have previously registered for a CCC service will be prompted to log in if they attempt to create a new account using a registered email address.

How are promotional codes supported in Marketplace?

Publishers can access a Promotions module within PubPortal to generate percentage discount, fixed-fee discount, and fixed price promotional codes. They can create new promotions, search existing promotions, and review promotional code usage. Publishers can quickly provide buyers with a promotional code in response to a request for discounted pricing or offer a promotional discount to reengage buyers when an initial offer is declined.

Publishers can create fixed-price promotional codes when they need to give a buyer a fixed price rather than a percent or flat discount off their list price. A fixed-price code will result in the user being provided with the same price for all applicable licenses, rather than a percentage or flat fee discount; a fixed-price promotional code replaces what the customer sees as the final price for each license and will replace the original price of an item with a consistent price set by the publisher.

How can I get more information about Marketplace?

To learn more about Marketplace, please contact us at 978-646-2800 or email support@copyright.com.

