

Use Cases

Advancing Business with a CCC or RightsDirect Copyright License

Given the intense pressure to stay ahead of the competition, applying the latest news, market intelligence, and customer trends is fundamental to the success of any businesses. Achieving these goals often requires that professionals collaborate using published content.

According to research from Outsell, Inc., today's professionals share published information at an average of 7.9 times per week with 15 people, and 49% of that information comes from external sources such as trade journals, news sources, and other publications .¹

A copyright license from CCC or RightsDirect provides companies with an enterprise-wide, single source, global licensing solution that enables professionals to efficiently collaborate using published content, drives innovation, and simplifies copyright compliance.



Provides a consistent set of global reuse rights across millions of publications from thousands of publishers.



Supports compliant collaboration across global teams to drive business forward.



Complements existing publisher agreements, subscriptions, and other content purchases to alleviate inconsistencies in coverage, helping organizations maximize the value of their content investments in compliance with copyright.



Increases efficiencies by reducing the amount of time spent verifying rights and obtaining individual permissions.



Makes it easy to verify authorized reuse rights anytime within existing workflows



Minimizes infringement risk.



Demonstrates an organization's respect for the intellectual property of others and commitment to corporate social responsibility.



Here's a look at how a copyright license from CCC or RightsDirect can support global teams and accelerate business results.



A Brand Manager stores materials such as published articles and conference abstracts in the system used to develop, manage, and approve marketing content.



A Competitive and Market Intelligence Analyst creates an internal site that includes news articles, published literature, press releases, and other materials related to direct competitors for use by team members.



A Supply Chain Planning Manager stores market reports on a collaboration site so they can be consulted by colleagues who don't routinely require access to those reports to make critical decisions about production, pricing, inventory, and procurement.



A Corporate Communications Manager embeds a PDF version of a recent article reviewing a new company product into an internal company newsletter or posts it to the company's intranet site for employee awareness.



The CEO includes an excerpt from an article in Business Week in a presentation at the company Annual Meeting.



Business Analysts collaborate using published content to monitor changes in regulations that can influence markets, investment strategies, and impact bottom line.



Corporate Counsel archives a copy of an article on new data privacy requirements.



The Learning Center may incorporate published content into employee training and development programs.



Responsive rights allow for single articles to be provided to clients, on an unsolicited non-systematic basis, when such information is requested.



The Collaboration License—an amendment to your organization's Annual Copyright License—allows project team members from your company and another CCC-licensed organization to collaborate with one another using published research and other content in the annual license repertory as part of their joint efforts within a project-specific work group such as the development of promotional materials, market research initiatives, or new products and technology.

¹ 2023 Information Seeking and Consumption Study, Outsell, Inc.

About CCC

A pioneer in voluntary collective licensing, Copyright Clearance Center (CCC) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.



Learn more

Have questions about how a CCC or RightsDirect Copyright License can support compliant collaboration in your company?

U.S. organizations:

🌐 copyright.com

✉ solutions@copyright.com

Organizations outside of the U.S.:

🌐 rightsdirect.com

✉ solutions@rightsdirect.com