



**Copyright Clearance Center Partners with Editage to Offer
Research Promotion Solutions to Authors through RightsLink®**

*New Service Helps RightsLink Publishers Empower Researchers and
Strengthen Author Programs Without Adding Staff*

June 23, 2020 – Danvers, Mass. – [Copyright Clearance Center, Inc.](#) (CCC), a leader in advancing copyright, accelerating knowledge, and powering innovation, announces a partnership with [Editage](#), the flagship brand of [Cactus Communications](#) (CACTUS), a technology company accelerating scientific advancement, to offer its [Research Promotion Solutions](#) for [authors](#) through the growing community of [RightsLink® for Scientific Communications](#) publishers.

As scholarly publishers diversify revenue streams due to changing market dynamics, it's imperative they protect and strengthen relationships with influential and emerging authors. This strategic collaboration between CCC and Editage gives RightsLink publishers the immediate ability to offer high-impact research promotion solutions to authors at the time of manuscript acceptance without incurring additional overhead.

In the increasingly competitive world of scholarly research, publishers seek creative, cost-effective ways to expand the range of services for their authors as a means to build loyalty and ensure a continuous stream of submissions. Publishing in a prestigious journal is important to building an author's brand, and authors must also find ways to build visibility for their research as funders and institutions look at new ways to assess research impact. With this partnership, an author whose manuscript has been accepted by a RightsLink publisher can order infographics, plain-language summaries, video, and news stories through RightsLink from the science communication experts at Editage in order to support the promotion of the research upon publication.

"An author needs to adopt the mindset that publishing a paper is only the beginning of making one's research results visible to the world, and that they need to promote their findings to peers, adjacent peers, the public, and policymakers, in order to maximize societal impact," said Donald Samulack, Head, Global Stakeholder Engagement, CACTUS. "We are excited to partner

with CCC to enable RightsLink publishers to empower authors with the opportunity to consider research promotion solutions, along with other publication options through traditional and touch-free workflows at the final stages of the publishing process. All of these elements, although different in character, are equally important to the success of the published paper.”

The emergence of transformative agreements such as Read and Publish and Publish and Read, as well as of Pure Open Access, has changed the face of scholarly publishing. With its industry leading RightsLink for Scientific Communications solution, CCC leverages its extensive experience collecting, managing, and reporting of core Article Processing Charges (APCs) to give publishers new opportunities to grow and manage their businesses. RightsLink is trusted by 30 of the world’s leading publishers as they implement Open Access agreements with over 300 institutions and support thousands of authors from more than 125 countries. In the past year, RightsLink publishers have approved more than 1,500 Open Access and transformative agreement funding requests.

“Plan S and other funder mandates to accelerate Open Access continue to foster meaningful dialogue for change in scholarly publishing,” said Gretchen Gasser-Ellis, Vice President and Managing Director, Publisher Solutions, CCC. “Our partnership with Editage will build on what publishers are doing to create new solutions within the scholarly publishing ecosystem and strengthen their strategic author programs.”

CCC is a trusted intermediary and recognized market leader uniquely positioned to facilitate dialog among key stakeholders in the author, publisher, institution, funding and vendor communities. CCC also encourages engagement across boundaries through an ongoing series of roundtables, panel events, webinars, podcasts and blogs. CCC is a member of the [Open Access Scholarly Publishers Association](#) (OASPA), the [Association of Learned and Professional Society Publishers](#) (ALPSP), the [International Association of STM Publishers](#) (STM), and a Sustaining Member of the [Society of Scholarly Publishing](#) (SSP).

ABOUT COPYRIGHT CLEARANCE CENTER

[Copyright Clearance Center \(CCC\)](#) builds unique solutions that connect content and rights in contextually relevant ways through software and professional services. CCC helps people navigate vast amounts of data to discover actionable insights, enabling them to innovate and make informed decisions. CCC, with its subsidiary RightsDirect, collaborates with customers to advance how data and information is integrated, accessed, and shared while setting the standard for effective copyright solutions that accelerate knowledge and power innovation. CCC is headquartered in Danvers, Mass. with offices across North America, Europe and Asia. To learn more about CCC, visit www.copyright.com.

ABOUT EDITAGE

Founded in 2002, Editage (editage.com) has so far helped over 430,000 authors publish around 1.2 million research papers in scholarly journals across over 1000 disciplines through editorial, translation, transcription, and publication support services. Editage is a brand of Cactus Communications (cactusglobal.com), a global scientific communications company that also offers strategic and tactical scientific content solutions to global life science organizations (Cactus Life Sciences); an integrated ecosystem of tools and support designed to simplify the life of the researcher (R); solutions for science dissemination and engagement with peers, public, and policymakers for wider research outreach (Impact Science); and AI tools and solutions for publishers to grow business opportunities and improve publishing workflows (UNSILO). Its innovation and R&D cell (Cactus Labs) powers all CACTUS businesses with latest technologies. CACTUS also incubates seed and early-stage startups that share its mission to solve global problems with science and technology solutions. It has offices in London, Princeton, Singapore, Beijing, Shanghai, Tokyo, Seoul, Aarhus, Bengaluru, Hyderabad, and Mumbai; a global workforce of over 3,000 experts; and customers from over 190 countries.

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