

CCC Introduces RightFind Curriculum to Simplify the Use of High-Quality Copyrighted Content in K-12 Curriculum

Curriculum Developers at School Districts and EdTech Companies Can Now Easily Search for, Discover, and Incorporate Standards-Aligned Published Content in Curriculum and Instruction.

September 17, 2024 – Danvers, Mass. – [CCC](#), a leader in advancing copyright, accelerating knowledge, and powering innovation, today announced the launch of [RightFind Curriculum](#), the only all-in-one combined content and licensing solution that enables K-12 educators, EdTech companies, curriculum developers, and custom publishing companies to easily search for, discover, and incorporate high-quality, copyrighted content into curriculum and instructional materials, EdTech applications, and online platforms.

The solution includes the [Annual Copyright License for Curriculum & Instruction](#), which provides reuse rights to legally use over one million copyrighted English and Spanish language works from more than 90 leading publishers, including books, magazines, newspapers, publisher websites, and more. The solution also features an advanced content search and discovery tool, including a curated collection of standards-aligned high-quality texts, plus personal content discovery services with a CCC expert. Select publishers offering their content in RightFind Curriculum include [Crabtree Publishing](#), [Highlights for Children](#), [National Geographic](#), [Rosen Publishing](#), [ScienceNews](#), and [Time](#).

With growing demand from schools, school districts, teachers, and parents to personalize course materials with trustworthy, culturally diverse, and high-quality content, reuse licensing has become increasingly complex and challenging. The use of core and supplemental texts, the majority of which are still under copyright in the United States, raises concerns about how to get timely permission to use the texts in instruction. This process often takes six to eight weeks or longer. The combined RightFind Curriculum solution makes discovering and lawfully reusing excerpts and articles in K-12 curriculum and instructional materials easy. This streamlines the permissions process and helps users manage copyright compliance while reducing administrative overhead.

“Obtaining copyright permissions at scale for classroom learning is highly manual, time-consuming, repetitive, and costly, especially as needs fluctuate,” said Emily Sheahan, Vice President & Managing Director, CCC. “These licensing challenges also impact EdTech and curriculum development companies that want to differentiate their offerings by enabling access to quality, student-centered content from trusted sources within their applications, services, and products.”

“Curriculum developers need the ability to quickly and easily search for and discover content by Lexile score, grade level, subject, length, genre, and other criteria to align with educational

standards and meet the varying needs of learners,” added Sheahan. “RightFind Curriculum’s efficient content search and discovery tools and curated text collection, combined with a broad set of reuse rights covering millions of titles, help users get the specific content and rights they need quickly and easily.”

Additionally, the solution enables users to reuse millions of images and videos in curriculum and lessons from sources like [The Associated Press](#) and [SuperStock](#). CCC has also partnered with educational video company [Boclips](#) for its Boclips Classroom platform, offering nearly two million premium-branded educational videos aligned to state standards from more than 650 brands and creators.

About CCC

A pioneer in voluntary collective licensing, [CCC](#) advances copyright, accelerates knowledge, and powers innovation. With expertise in copyright, data quality, data analytics, and FAIR data implementations, CCC and its subsidiary [RightsDirect](#) collaborate with stakeholders on innovative solutions to harness the power of data and AI.

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