Rights Management in the Digital World

Some Case Studies:

1. Global Software Implementation
2. Outsourcing Rights and Permissions Work
3. Self-Clearance: by Author
4. Self-Clearance: with Corporate Oversight
5. What is the ROI?
Do you have a Rights Management Strategy for Cost-Reduction and Automation: Rights & Permissions, Contracts & Licensing?
Automate
Optimize
Integrate
Rights and Licensing
Cloud Solution
Acquire Rights
Manage & Track Assets
Monetize and Sell Rights
Developing AUTOMATED GLOBAL RIGHTS SOLUTIONS CONNECTING CONTENT USERS WITH CONTENT CREATORS
Shifting from PRINT to DIGITAL . . .  Complicates Rights and Creates Liabilities

Viacom's YouTube Lawsuit Revived: Accuse Google Of
Network Copyright infringement

Oracle sues Google for patent, copyright infringement

How Google Got Caught Up in a Jimi Hendrix Copyright Lawsuit

Supreme Court to hear copyright infringement case

The Supreme Court agreed April 16 to hear the appeal in copyright infringement case Kirtsaeng vs. John Wiley & Sons, which will address the legality of purchasing copyrighted works in foreign countries and importing them for resale in the United States.
‘Best Practice’
Rights Transformation Process

- Research
- Permissions Requests
- Rights Negotiations
- Usage Rights
- License Processing
- Credit Lines
- Rights Registry
- Management Reporting
- Project Management
Case Study 1: Global Cloud Based Implementation – Elsevier

Case Study 2: Outsourcing Rights and Permissions

Case Study 3: Author Self-clearance

Case Study 4: Integrating Author Self-Clearance with Corporate Oversight
Rights Assessment
Self-Clear Mobile Apps

- Author / Freelancer
  - Enter Content
  - Rights Assessment
  - Research
  - Rights Clearance
  - Post Licenses / Grants

Editor
Oversight & Reporting

Consolidate & Centralize

Unify Monetize & Control Rights
Tracking & Licenses
Self-Clear Permissions... *Touch and Go*

Starts with a Rights Assessment

Advances to Self-Clear Permissions
What is the ROI on Automating Rights and Permissions:

• Lower Costs – 25-35%

• Greater Transparency – All parts of the company now have access

• Quicker Turnaround – from 4-6 weeks to 2-3 days

• Increased revenues – 50-60% increase per annum