Building out the market place for rights and licensing

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In today’s world...

... “publishers” and “users” are often the same people!
Effective rights management and licensing

<table>
<thead>
<tr>
<th>Rightholders</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publish</td>
<td>Access</td>
</tr>
<tr>
<td>Set</td>
<td>Get</td>
</tr>
<tr>
<td>Sell</td>
<td>Purchase</td>
</tr>
<tr>
<td>Receive</td>
<td>Pay</td>
</tr>
<tr>
<td>Obtain &amp; Use</td>
<td>Provide</td>
</tr>
</tbody>
</table>

- Content & rights
- Licensing & pricing options
- Licenses
- Royalties
- Data on content use
What **USERS** want

1. Transparency

2. Variety

3. Integration
1. What users want: Transparency

- **Scope** of rights & permissions
- High level of comfort with **language**
- Clarity on rights & licenses **acquired**
- CCC example: **RightSphere**
# RightSphere: user-friendly rights information

## RightSphere

### Welcome

*My Location: UNITED STATES ➔ Not Specified*  
*Change*

### Publication

**NATURE**

- Show More Info  
- Choose a different publication

### How would you like to use this publication?

#### Emailing

<table>
<thead>
<tr>
<th>Action</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email a copy to my co-workers</td>
<td>✔ Confirm Permission</td>
</tr>
<tr>
<td>Email a copy to people who are not employed by my company</td>
<td>✔ Purchase Rights</td>
</tr>
</tbody>
</table>

#### Storing and Posting

<table>
<thead>
<tr>
<th>Action</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upload a copy to an Internet site</td>
<td>✔ Purchase Rights</td>
</tr>
<tr>
<td>Store a copy on an internal shared network</td>
<td>✔ Confirm Permission</td>
</tr>
<tr>
<td>Store a copy on my local hard drive</td>
<td>✔ Confirm Permission</td>
</tr>
</tbody>
</table>

#### Presentations

<table>
<thead>
<tr>
<th>Action</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display in a PowerPoint presentation to my co-workers and/or an external audience</td>
<td>✔ Confirm Permission</td>
</tr>
<tr>
<td>Distribute in a PowerPoint presentation to my co-workers</td>
<td>✔ Confirm Permission</td>
</tr>
</tbody>
</table>
2. What users want: Variety

• Pay-per-use and repertory licenses

• Different types of licenses = different rights data flows

• CCC example: Student Assessment License
3. What users want: **Integration**

- Licensing integrated within users workflows
  - CCC examples: *integration partnerships & Get It Now*

- Integration of rights and content
  - CCC examples: *RightsLink, PubGet, DirectPath*
Get It Now: integration within ILL workflows

Title: Treatment of shoulder pain in the senior athlete

We will get it for you from another library through Inter-Library Loan.
Note: Please check the shelf first. You can only request items not in our collections.
We will get it for you (Faculty and Grad Students) get it @ cal state.

Need help? Ask!

Report a Problem with Find It @ Fresno State
DirectPath: Integration of Rights & Content

Articles available to view

Articles available to buy

See rights instantly
What PUBLISHERS want

1. Opportunity
2. Simplicity
3. Control
How to get there

Strategic Vision
Holistic Approach
Standards
Collaboration

Cross-sector interoperability  Global challenges
It’s worth the effort!

Rights Exchange

Rights Sellers → Rights Buyers

COST-EFFICIENT PROCESSES
FLEXIBLE MODELS
REVENUE OPPORTUNITIES

royalties
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