Automating the global rights supply chain

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Context – 1. Rightsholders

- Industry disruption
- Re-defining the value chain in the age of abundance
- Increased competition
- Traditional sales channels in decline
- Consumers are Global
- Consumers are Mobile
- Visibility and discovery
- Copyright under threat
- Technology, content, & the law
Context – 2. Consumers

• Content-rich, time-poor
• Shifting expectations
  • Authority & credibility
  • Delivery
  • Ownership
• Attitudes to copyright?
Stating the obvious?

• The industry is being transformed
  – New products
  – New players
  – New partnerships
  – New opportunities

• Licensing revenue opportunities are being overlooked

• Easy efficiencies and cost savings are being missed
Licensing solutions

• Must respond to industry disruption
• Must follow the content user
• Must follow the technology
• Must adapt to new types of content
• Must be easy-to-use by new industry players
Content disruption in 1978
Content disruption in 1995

Creating Copyright Solutions

Welcome to Copyright Clearance Center® Online. The Copyright Clearance Center (CCC) is a non-profit organization providing collective copyright licensing services. We help organizations of all sizes and across all business lines comply with the U.S. copyright law and we ease permissions burdens and consolidate payments for rightsholders. CCC Online is a brand new way to work with CCC!

Services for registered CCC customers:
- Transactional Reporting Service
- Annual Authorizations Service
- Academic Permissions Service

For more information about CCC and CCC Online click on a button or topic below:
- What CCC is and other important information
- The services CCC offers
- Search the demo catalogs (FREE)
- Further information about copyright

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Internet payment and merchant services provided by Open Market Inc.
Content disruption in 2012
Disruption offers opportunities
Playing on an iPad Near You
New content types
Blog content

• License content directly from a website
• Integrate seamlessly with permissions workflow
• Customize with your rights and pricing business rules
New players
Re-publication licensing opportunities

- New market entrants (e.g. app developers)
- Limited experience of securing re-publication permissions
- Obstructed by inefficient processes
- Lost revenue opportunities and unnecessary delays
- Licensees want simple, transparent transactions
- Licensors want pricing control, flexibility & automation
Permissions Staff Are Struggling

Clearing permissions can be:

• Labor intensive
• Time consuming
• Slow
• Inefficient
• Expensive
Digital media makes things even more complex

Text-only is history

Today, new types of permissions are required to publish in multiple formats
Making Copyright Work

Rightsholders

600+ million rights from:
• Publishers
• Authors
• Agents
• Creators

Licensing solutions
Rights Management
Content Delivery
Copyright Education
Service Bureau

Content Users

35K companies
Workers in 180 countries
1,200 colleges and universities
Publishers and Authors
Thank You

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