

Case Study: Temple University



Temple University Press increases rights revenue and reduces costs with CCC's rights and permissions services

Founded in 1969, Temple University Press chose as its inspiration Russell Conwell's vision of the university as a place of educational opportunity for the urban working class. The Press is best known as a publisher of books in the social sciences and the humanities, as well as books about Philadelphia and the Delaware Valley region. Temple was an early publisher of books in urban studies, housing, and labor studies, organizational reform, social service reform, public religion, health care and cultural studies. It became one of the first university presses to publish in what later became the fields of women's studies and ethnic studies. Today, it continues in those fields and in many newer ones. Temple's regional list encompasses scholarly books, coffee table books, and books about art, culture, birding, fishing, hiking, sports teams and the urban and suburban environments.

Recognizing that an important revenue stream — royalty income associated with rights and permissions requests from colleges and universities seeking to photocopy content from its textbooks — was not being fully exploited and that it lacked the staff and expertise to fully administer this labor-intensive business process, Temple signed on with Copyright Clearance Center (CCC) for its academic Pay-Per-Use service for print use.

CCC is the world's largest provider of content licensing services. Its academic Pay-Per-Use service for print use, a key component of its licensing services, makes it easy for educators to get the permission they need to distribute content while publishers, in this case, Temple University Press, generate new royalty revenue from the secondary use of their works. In addition to helping publishers ensure they are compensated for use of their content on campus, CCC's licensing services dramatically reduce the administrative burden of managing rights and permissions processes.

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Matthew Kull

RIGHTS & CONTRACTS MANAGER
TEMPLE UNIVERSITY PRESS

CCC's academic pay-per-use services

Upon signing the agreement, Temple provided CCC with its list of textbook titles and CCC added them to its massive inventory, which is accessible to content users at CCC's website, copyright.com. As new books are published, they are added to the database.

When college and university librarians, professors, administrators, and other staff members such as copyshop employees, contact Temple to get permission to share content, they are directed to copyright.com. Once there, they simply type in the title of the Temple book, the standard number, or the publisher's name to locate the publication they wish to use or share. Next, using CCC's intuitive user interface, they indicate how they want to use the content in coursepacks, classroom handouts, etc., and check out using a familiar shopping cart process. Check-out features a familiar shopping cart process and allows customers to pay by credit card or request an invoice from CCC. The customer

receives a printable license and the entire process is complete in a matter of minutes. CCC processes all transactions and distributes the royalty payments to Temple.

CCC earns high marks for results delivered

According to Matthew Kull, Temple University Press's Rights & Contracts Manager, Temple's rights income for the academic market has increased more than 15% each year over the past three years and the increase is directly attributable to CCC's Pay-Per-Use service for print use. Without CCC in place to help manage Temple's rights and permissions processes for educational institutions, Kull estimates that his organization would need to hire at least one full-time employee, translating to a cost savings of thousands of dollars annually.

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What also impresses Kull about CCC is its Rightsholder Relations team. "They not only keep us abreast of important issues in our industry, but they are truly wonderful to work with and are imminently accessible."

Pleased with its early success with the Pay-Per-Use service for print use, Temple has chosen to participate in additional CCC services, including the Pay-Per-Use service for digital use. This service provides content users with authorization to post copyrighted material on a password-protected website for academic use, also known as electronic reserves or e-reserves. The order process on copyright.com is

the same for both digital and print service permissions. According to Kull, royalty revenue associated with e-reserves rights has steadily increased over the past several years, and most impressively, grew more than 200% in the past year for Temple, an accomplishment he again attributes in part to the relationship with CCC.

Most recently, Temple signed an agreement with CCC to license its content through the Annual Copyright License, an innovative offering that provides academic institutions with a single comprehensive license to use and share publishers' copyrighted content in all forms — paper and electronic coursepacks, classroom handouts, electronic library reserves, course management systems and more.

"We were attracted to this service because it's very much in line with our mission," concluded Kull. "It makes it easier for academia to access and legally use content from our textbooks while ensuring that we are fairly compensated. Simply put, this new CCC offering allows us to reach our market in the most beneficial way possible for all parties."

About Copyright Clearance Center

Copyright Clearance Center (CCC), the rights licensing experts, is a global rights broker for millions of the world's most sought after books, journals and other content. Founded in 1978 as a not-for-profit organization, today CCC provides smart solutions that simplify the licensing of content that lets businesses and academic institutions quickly get permission to use copyright-protected materials, while compensating publishers and content creators for the use of their works. For more information, visit www.copyright.com.

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