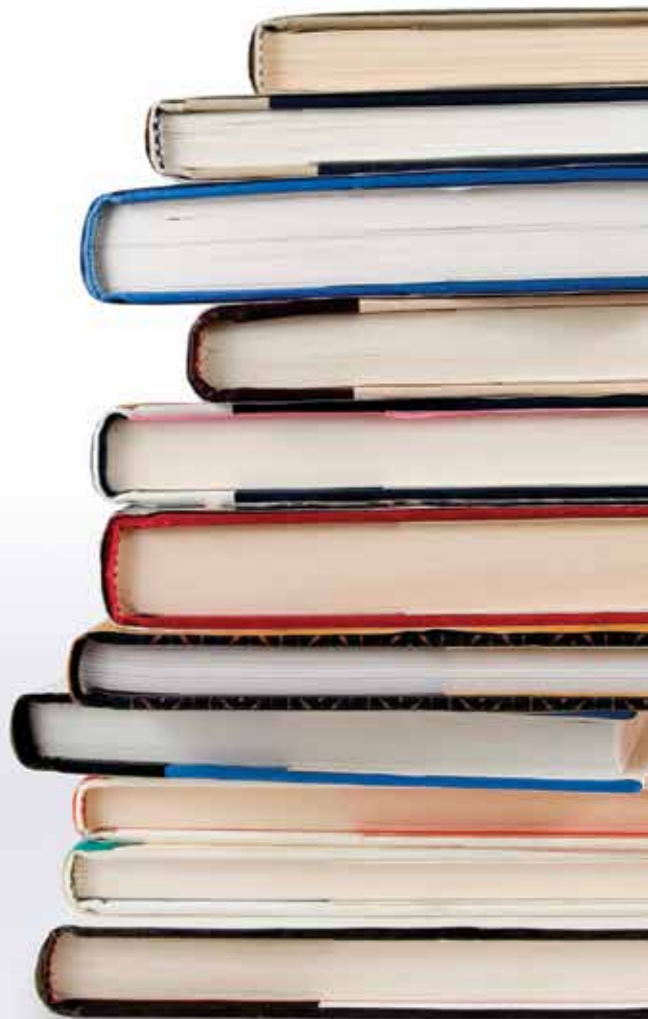


RightsLink[®]

LICENSING, OPEN ACCESS AND
CONTENT DELIVERY SOLUTIONS



RightsLink: Keeping Pace with Your Publishing Business

A transformation is happening in publishing that will have a real and long-lasting impact on your business.

Innovative transactional services that generate new revenue are critical to your future competitiveness.

For over a decade, publishers have depended on RightsLink — a powerful transactional service from Copyright Clearance Center (CCC).

For permissions and reprints. For Open Access. For content delivery.

Today, every transaction counts. Wherever, whenever it takes place.

RightsLink.

“The Perseus Book Group implemented RightsLink to increase efficiencies and more expediently serve our permissions customers. Now, our staff’s time is freed up for proactive licensing while our customers with real-time permissions needs are more immediately supported by the premium customer service of Copyright Clearance Center.”

Bill Smith
DIRECTOR, DOMESTIC AND DIGITAL RIGHTS
THE PERSEUS BOOKS GROUP

Monetizing Web Content

CCC works directly with publishers and their customers every day. In real time, RightsLink has evolved to meet the challenge of online permissions for copyrighted articles, images, and new media content.

Configurable – Offer permissions and reprints according to your business rules.

Convenient – Deliver Automated/Instant/24x7 licensing & customer service to your customers.

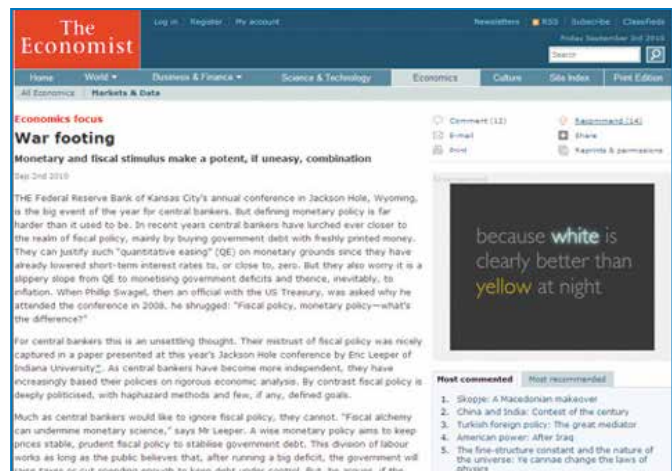
Integrated – Capture reprint orders online and route them directly to your preferred reprint partner.

Responsive – Gain business insights from customer transactions to manage pricing and content creation.

RightsLink frees up your staff’s time, reduces costs, and maximizes revenue.

In a world of change, experience matters.

How RightsLink works



The screenshot shows the website interface for 'The Economist'. The article title is 'War footing' with a sub-headline 'Monetary and fiscal stimulus make a potent, if uneasy, combination'. A 'Reprints & Permissions' button is visible on the right side of the article. Below the article, there is a 'Most commented' section with a list of related topics.

Customer finds article and clicks
“Reprints & Permissions” button.

“ CCC’s RightsLink for Open Access can be integrated with any journal production system and manuscript submission workflow. This will streamline processes and increase efficiency for our customers, which include authors, institutions and research funders. ”

Simon Ross
MANAGING DIRECTOR, CAMBRIDGE UNIVERSITY PRESS

Answering the Open Access Challenge

New business models in publishing have triggered new complexities for everyone.

For authors and editors, a key area of focus is processing author fee payments such as Article Processing Charges (APCs) for Open Access publications. The volume of APC transactions is expected to increase beyond many organizations’ capacity to manage them.

RightsLink streamlines the entire APC transaction, seamlessly integrating with editorial and production workflows. Open Access APCs, page charges, color charges, and reprints — at every step, RightsLink ensures that critical research gets published as quickly as possible.

Delivering Content When Information is Mission Critical

In business, research and academia, success begins with easy access to valuable content and the ability to reuse and share that content within workflows.

RightsLink enables content delivery immediately and effortlessly, placing rental and/or purchase options just a click away from the content found on publishers’ websites.

RightsLink turns content browsers into customers.



RightsLink launches, customer selects licensing option, answers publisher’s questions, agrees to the pricing and completes the order.



Customer receives Order Confirmation email.



About Copyright Clearance Center

Copyright Clearance Center (CCC), the rights licensing experts, is a global rights broker for the world's most sought after materials, including millions of in- and out-of-print books, journals, newspapers, magazines, movies, television shows, blogs and ebooks. Founded in 1978 as a not-for-profit organization, CCC provides smart solutions that simplify the access and licensing of content that lets businesses and academic institutions quickly get permission to share copyright-protected materials, while compensating publishers and creators for the use of their works. We make copyright work. For more information, visit www.copyright.com.

