



Collective Licensing

Enabling Global Content sharing



Presented by:

Kim Zwollo
General Manager, RightsDirect



London Bookfair 2011

Speech of Dr Francis Gurry, Director General of WIPO about:

“Copyright in the Digital Age”

- “How to ensure that **content is available on the most widespread possible basis**, while at the same time **ensuring that we enable creators** and their business associates **to lead a dignified economic existence?**”
- “We need a **Global infrastructure** that permits **simple, global licensing**, which makes the task of licensing cultural works legally on the Internet as easy as it is to obtain such works there illegally”.



Copyright
Clearance
Center

RightsDirect

A Copyright Clearance Center Subsidiary

Global Rights Broker

- Not-for-profit founded in 1978
- Founding member of IFRRO
- Solutions for seamless sharing of knowledge
- Manage 350 million rights
- License 35,000 companies
- License 1,200 academic institutions



Voluntary **Opt-in** Licensing

- Individual contracts with rightsholders, businesses and academic institutions from around the world
- No statutory license in the US that requires either rightsholders or users to sign with CCC
- No statutory “assist” that helps CCC convince rightsholders or users to sign with CCC
- No specific regulatory authority that either supervises CCC or helps CCC to build new services or relationships with rightsholders or users

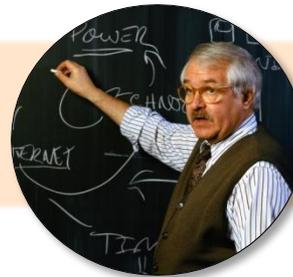
How Collective Licensing Works

Copyright holders



Rights from many sources are available in one place

Content users



How Collective Licensing Works



Collective Licensing Options



Pay-per-use

- One permission at a time
- For one specific use

Repertory Licenses

Repertory/Blanket Licenses

- Rights to use content from many different sources
- Allows multiple types of uses
- One payment per year



- **12,000 Publishers**
- Books, journals, newspapers, images

Software Solutions for our **Publishers:**

- **RightsLink**

Licenses

Content Re-Use

Tools

- **35,000 companies**
- **1200 US institutes**

Software solutions for our **clients:**

RightSphere

Information Sharing

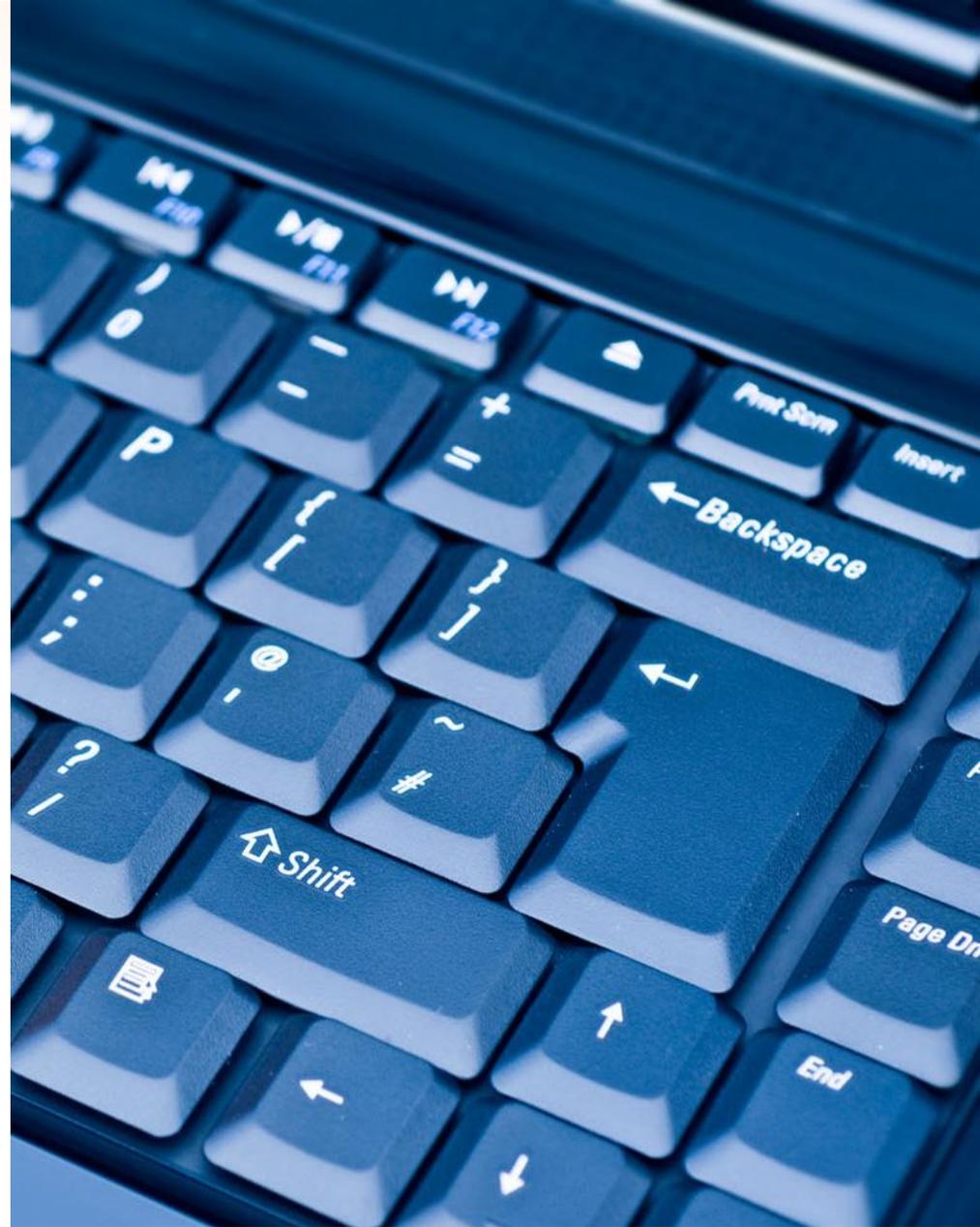
86% of professional employees share content weekly

42% share it daily

YET

Less than $\frac{1}{2}$ know their copyright policy

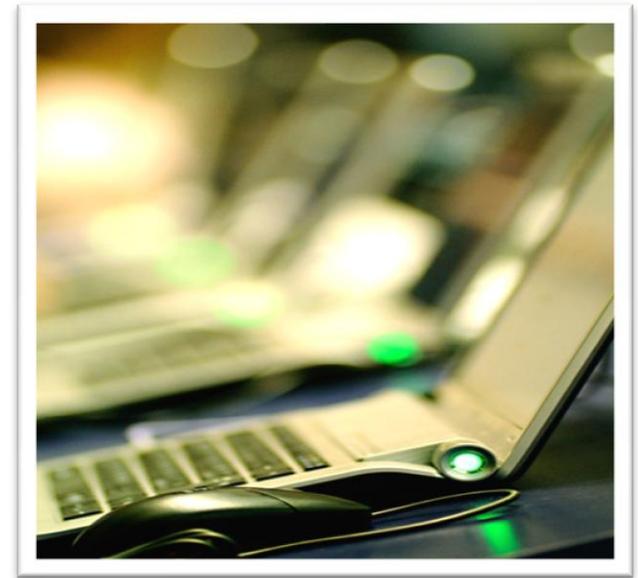
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Common Copyright Challenges for companies

Employees don't understand copyright rules

- Don't know permission is required
- See online content as free to share
- Assume subscriptions can be forwarded
- Unsure how to get permission, obtaining permission is time consuming and interrupts workflow
- Copyright varies across countries



Our Corporate Solution



Multinational Copyright License: more than 350 million global rights from 12,000 global publishers.



Education: Helps employees understand the basics of copyright and their responsibilities



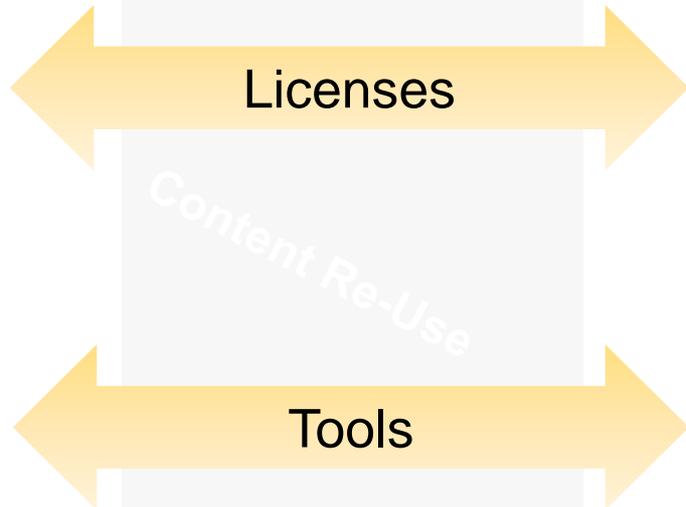
RightSphere: Rights advisory software tool for employees to instantly check permissions



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- Books, journals, newspapers, images

Software Solutions for **Publishers**

- **RightsLink**



- **35,000 companies**
- **1200 US institutes**

Software solutions for **clients:**

RightSphere

Click on the Rightsphere Auto ID button in your browser's toolbar

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News
NASA to lead global asteroid response

Agency's monitoring role boosted to include warning and R&D on defence capability.

Eugenie Samuel Reich
 NASA will play a leading part in protecting the United States and the world from the threat of a dangerous asteroid strike, according to letters sent by John Holdren, director of the White House Office of Science and Technology Policy (OSTP), to Congressional committee leaders on Friday.

Holdren's [letters](#) to the Senate Committee on Commerce, Science, and Transportation and the House Committee on Science and Technology



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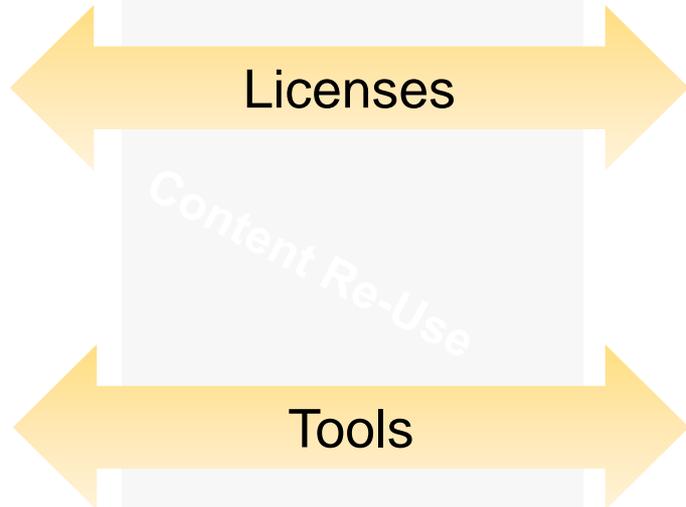
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Software Solutions for **Publishers**

- **RightsLink**



- **35,000 companies**
- **1200 US institutes**

Software solutions for **clients:**

RightSphere

Making permissions and re-use simple and quick

RightsLink facilitates:

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War footing

Monetary and fiscal stimulus make a potent, if uneasy, combination

Sep 2nd 2010

THE Federal Reserve Bank of Kansas City's annual conference in Jackson Hole, Wyoming, is the big event of the year for central bankers. But defining monetary policy is far harder than it used to be. In recent years central bankers have lurched ever closer to the realm of fiscal policy, mainly by buying government debt with freshly printed money. They can justify such "quantitative easing" (QE) on monetary grounds since they have already lowered short-term interest rates to, or close to, zero. But they also worry it is a slippery slope from QE to monetising government deficits and thence, inevitably, to inflation. When Phillip Swagel, then an official with the US Treasury, was asked why he attended the conference in 2008, he shrugged: "Fiscal policy, monetary policy—what's the difference?"

For central bankers this is an unsettling thought. Their mistrust of fiscal policy was nicely captured in a paper presented at this year's Jackson Hole conference by Eric Leeper of Indiana University*. As central bankers have become more independent, they have increasingly based their policies on rigorous economic analysis. By contrast fiscal policy is deeply politicised, with haphazard methods and few, if any, defined goals.

Much as central bankers would like to ignore fiscal policy, they cannot. "Fiscal alchemy can undermine monetary science," says Mr Leeper. A wise monetary policy aims to keep prices stable, prudent fiscal policy to stabilise government debt. This division of labour works as long as the public believes that, after running a big deficit, the government will raise taxes or cut spending enough to keep debt under control. But, he argues, if the

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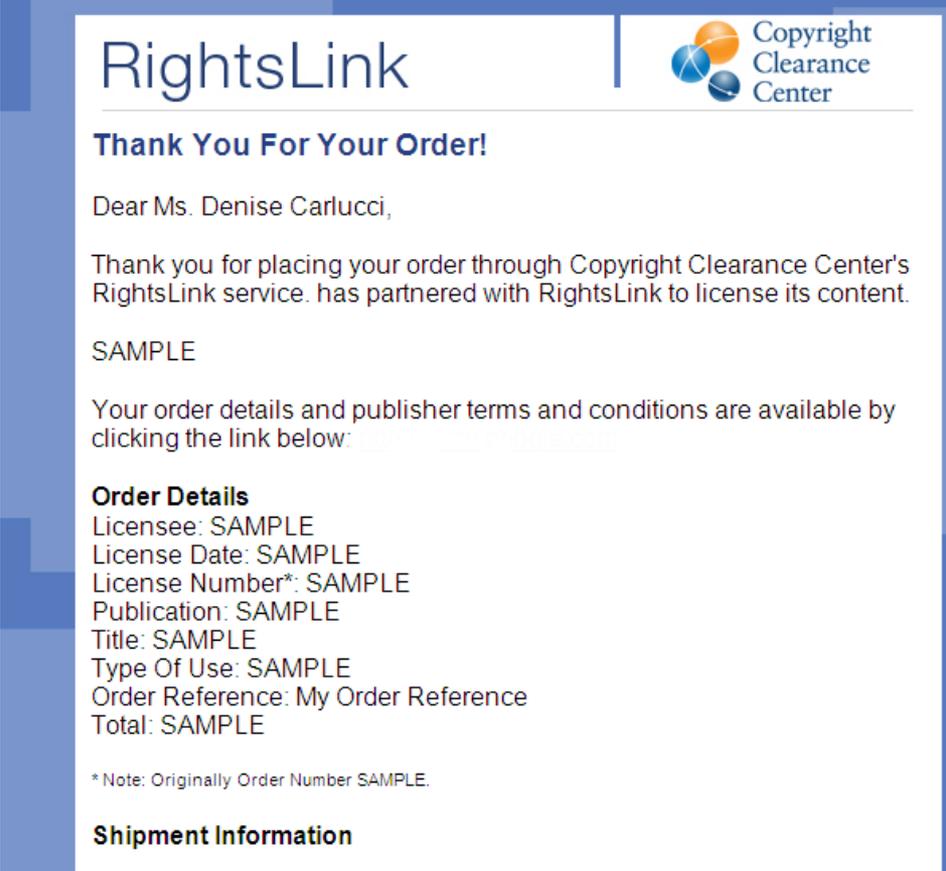
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Customer receives order confirmation email



The image shows a screenshot of an email confirmation from RightsLink, a service of the Copyright Clearance Center. The email is titled "RightsLink" and "Thank You For Your Order!". It is addressed to Ms. Denise Carlucci and thanks her for placing an order through the Copyright Clearance Center's RightsLink service. The email includes a "SAMPLE" placeholder for the order details and a link to view the order details and publisher terms. The order details listed are: Licensee: SAMPLE, License Date: SAMPLE, License Number*: SAMPLE, Publication: SAMPLE, Title: SAMPLE, Type Of Use: SAMPLE, Order Reference: My Order Reference, and Total: SAMPLE. A note at the bottom states: "* Note: Originally Order Number SAMPLE." The email also includes a "Shipment Information" section.

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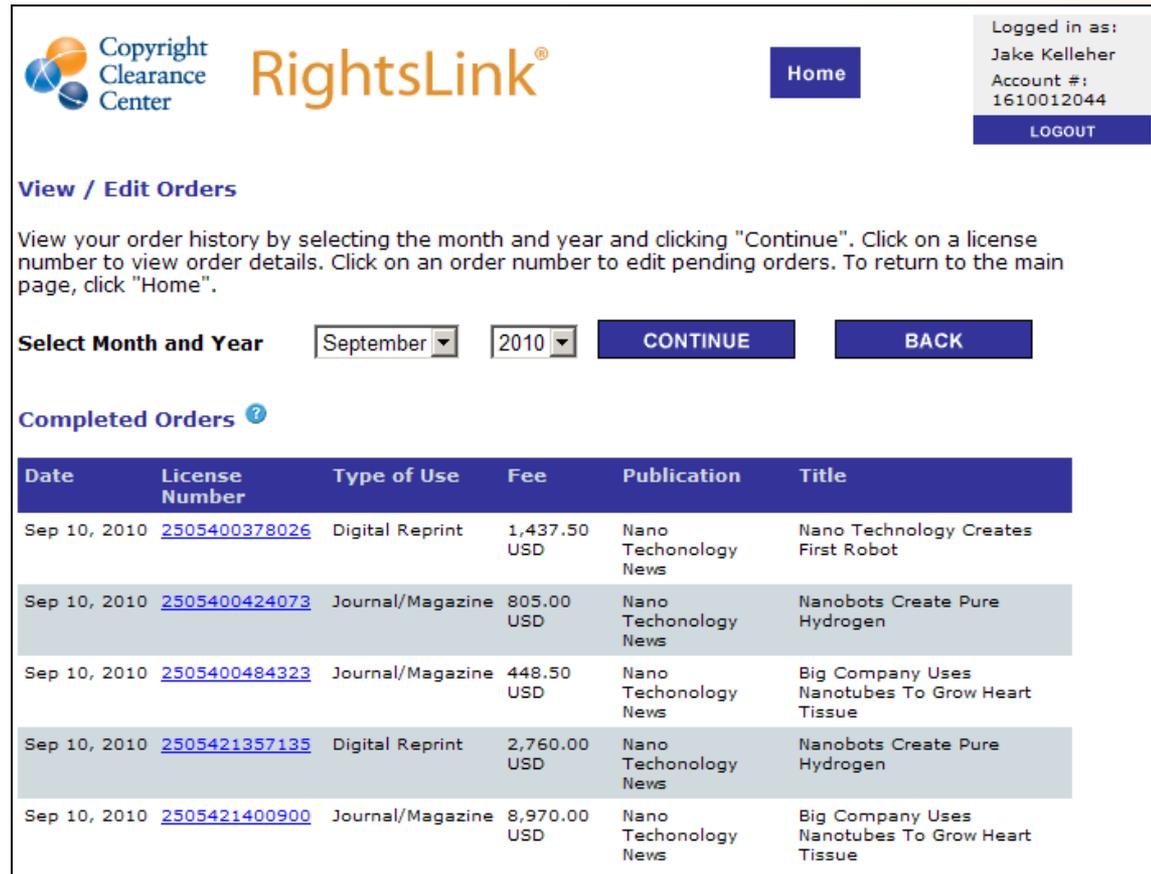
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Shipment Information

Customer Has Access to Order Status and History

A single RightsLink account makes it easy for customers to manage their orders



The screenshot displays the RightsLink user interface. At the top left is the Copyright Clearance Center logo. To its right is the RightsLink logo and a Home button. In the top right corner, a user is logged in as Jake Kelleher with account number 1610012044, and a Logout button is present. Below the navigation is a section titled "View / Edit Orders" with a descriptive paragraph. Underneath, there are dropdown menus for "Select Month and Year" (set to September 2010) and buttons for "CONTINUE" and "BACK". A section titled "Completed Orders" with a help icon follows. It contains a table with columns for Date, License Number, Type of Use, Fee, Publication, and Title, listing five orders from September 10, 2010.

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View / Edit Orders

View your order history by selecting the month and year and clicking "Continue". Click on a license number to view order details. Click on an order number to edit pending orders. To return to the main page, click "Home".

Select Month and Year

Completed Orders ?

Date	License Number	Type of Use	Fee	Publication	Title
Sep 10, 2010	2505400378026	Digital Reprint	1,437.50 USD	Nano Techonology News	Nano Technology Creates First Robot
Sep 10, 2010	2505400424073	Journal/Magazine	805.00 USD	Nano Techonology News	Nanobots Create Pure Hydrogen
Sep 10, 2010	2505400484323	Journal/Magazine	448.50 USD	Nano Techonology News	Big Company Uses Nanotubes To Grow Heart Tissue
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Publisher Has Access to All Orders



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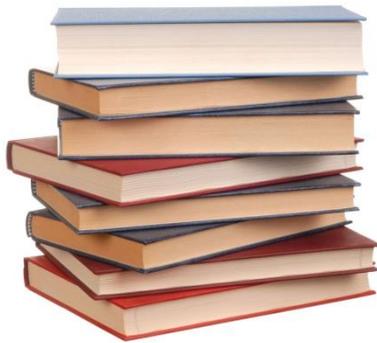
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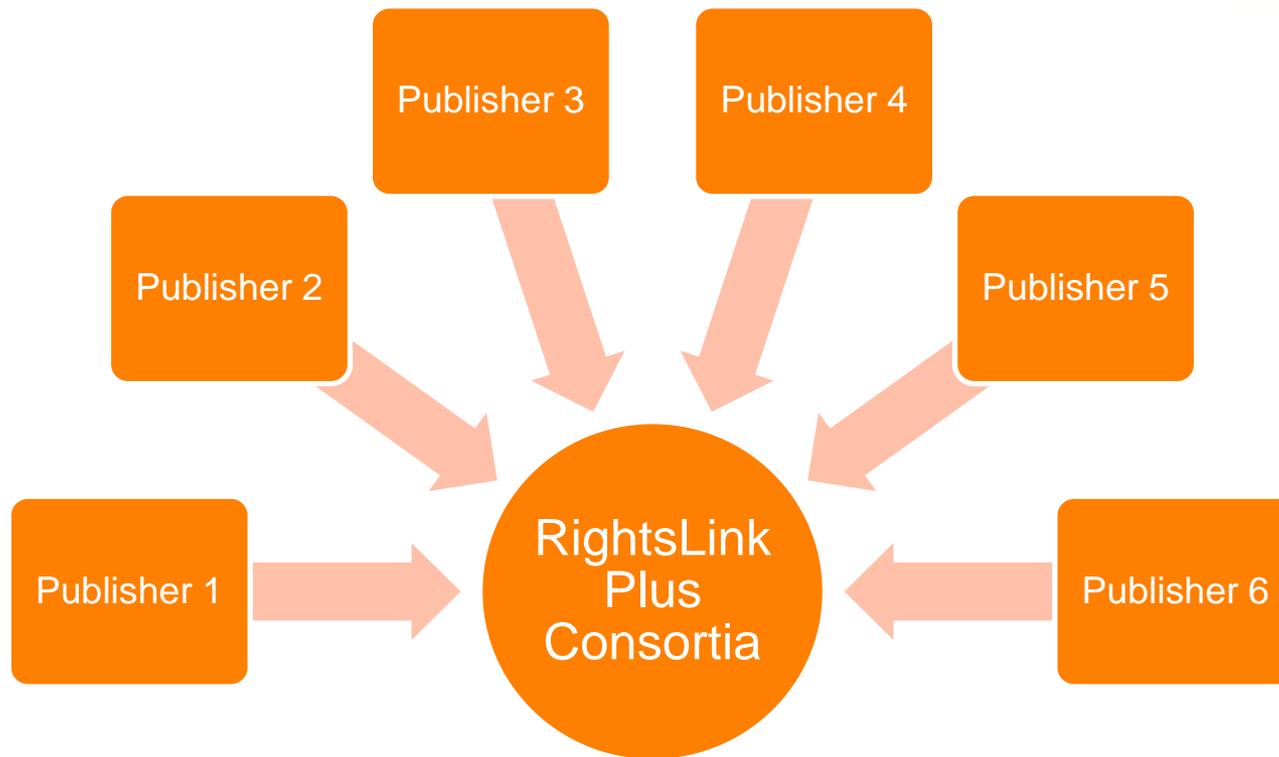
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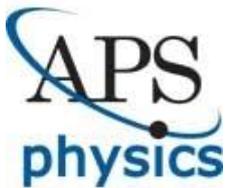
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 - Make copyright much easier

Thanks for your attention!

Kim Zwollo

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