Publisher Profile: Copyright Clearance Center

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other copyright holders, libraries, and archives — in a manner that best serves the national interest?

TA: The next few years will see continued developments in technology, content creation, and dissemination. Register Pallante’s priorities indicate that the government is interested in ensuring that the U.S. retains its leadership position with contemporary policies reflecting the evolving use of content while encouraging creators and publishers to develop new content and new licensing and delivery mechanisms to serve their readers and customers. Register Pallante has hit the ground running in her new role as head of the Copyright Office, and is already making clear her intention to carry forward the strong leadership that has been the hallmark of the Office for decades. We support this agenda and encourage the U.S. Congress to consider the issues with urgency as recommendations are created. CCC remains ready to engage to create meaningful solutions for the market.

ATG: You seem to have two licensing models for Academic Licensing and Permissions Services. Can you describe them and what type customers they were designed for?

TA: We have three main products for the academic market — pay-per-use permissions services, an annual repertory license for multiple uses on campus, and Get It Now, which is a transactional service for content. These services complement each other. For example, content purchased through Get It Now can be used across campus in course materials, research collaboration, and other uses under the Annual Copyright License.

ATG: There has been some concern regarding rising publisher permission fees. What impact is it having on CCC’s role as a facilitator between publishers and libraries?

TA: Rights holders set their own royalty fees, and using CCC systems are able to make changes based on the specific conditions of an individual request. For example, CCC enables rights holders to set royalty fees in many ways, including by the page, by the article, and by an entire work in the case of older works that may not be available on demand. CCC’s customer service team is available to assist with special cases.

ATG: We notice a link to a Partner Directory on your Website. What is that all about? In what ways do you and these partners work together to improve scholarly access?

TA: Licensing content should be easy and intuitive for content users, and they should never have to leave their workflow — that’s what CCC’s partner program is all about. CCC partners with leading application vendors, publishing systems, and content aggregators to provide content users with easy-to-use rights licensing and advisory tools within the applications they use every day. As a result, CCC handles the complexity of copyright compliance, while content users get the permissions they need integrated into their daily workflow and partners can offer value-added tools.

ATG: Given all of the changes that digitization is creating, are there any new services that CCC is contemplating that you feel free to tell us about?

TA: Today we all benefit from easier and faster ways of sharing knowledge. CCC is about building solutions that open the flow of information and support the principles of copyright. These solutions navigate new devices at an increased pace of information sharing to provide easy access while also offering incentives for writers, publishers, and other rightsholders to continue to bring us the information we value most. CCC’s services make copyright work no matter what technology brings.

Moving forward, we will continue to provide solutions that free the flow of information in a way that is mutually beneficial to those who produce content and those who use it.

Mahatma Gandhi once said, “The future depends on what we do in the present.” That philosophy is woven into everything CCC does. Technology continues to push the boundaries of IP rights. Open dialogue, educational resources, and adaptive licensing solutions can ensure the seamless sharing of knowledge for years to come and that is CCC’s focus.

ATG: Tracey, we appreciate your willingness to participate in the “open dialogue” with us. We have learned a lot.

TA: It was my pleasure.