

February 2012

## 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.

against the grain

## publisher profile

### Copyright Clearance Center



Copyright  
Clearance  
Center

222 Rosewood Drive  
Danvers, MA 01923 USA  
Phone: (978) 750-8400

Websites: [www.copyright.com](http://www.copyright.com)  
[www.twitter.com/copyrightclear](http://www.twitter.com/copyrightclear)

**AFFILIATED COMPANIES:** RightsDirect, [www.rightsdirect.com](http://www.rightsdirect.com). Pubget, [www.pubjet.com](http://www.pubjet.com).

**EXECUTIVE TEAM:** **Tracey Armstrong**, President and CEO; **Bruce Funkhouser**, VP, International and Distributions; **Gretchen Gasser-Ellis**, VP, Operations; **Frederic Haber**, VP, General Counsel and Secretary; **Thomas Hamilton**, VP, Business and Technology Affairs; **Haralambos Marmanis**, CTO & VP, Software Engineering; **A. Miles McNamee**, VP, Licensing and Business Development; **Michele Nivens**, VP, Human Resources; **Diane Pierson**, VP, Marketing; **Richard Ruf**, VP, Treasurer and CFO; **Michael Healy**, Executive Director, Author and Publisher Relations; **Emily Sheahan**, General Manager and Executive Director; **Kim Zwollo**, General Manager.

**ASSOCIATION MEMBERSHIPS:** One of the founding members of the International Federation of Reproduction Rights Organisations (IFRRO).

**KEY PRODUCTS AND SERVICES:** Pay-Per-Use Services; Annual License (Academic); Annual License (Business); Motion Picture License; RightsLink; RightSphere; RightsCentral for Rightsholders; ReadyImages; Get It Now.

**CORE MARKETS/CLIENTELE:** Academic institutions; businesses; rightholders; government agencies; etc.

**NUMBER OF EMPLOYEES:** 240

**HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM:** 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, images, blogs, and eBooks. Founded in 1978 as a not-for-profit organization, 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.

**ADDITIONAL ITEMS OF INTEREST FOR ATG READERS:**

- Named to EContent Magazine's "EContent 100 Companies that Matter Most" in the digital content industry for 5 straight years
- Joined Google, Yahoo, and Microsoft as one of research firm Outsell's "10 to Watch" in search, aggregation, and syndication
- Distributed more than \$1 billion to rightsholders in the past 10 years
- Manages 450+ million individual rights
- Licenses 35,000 corporations with employees in 180 countries
- Licenses more than 1,100 academic institutions 🌱

**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 all 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. 🌱