Collective Licensing

Enabling Global Content sharing

Presented by:

Kim Zwollo
General Manager, RightsDirect
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”.

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

Rights from many sources are available in one place
How Collective Licensing Works

Royalties are collected from content users and distributed to rightsholders.
Collective Licensing Options

Pay-per-use
- One permission at a time
- For one specific use

Repertory/Blanket Licenses
- Rights to use content from many different sources
- Allows multiple types of uses
- One payment per year
Software Solutions for our **Publishers**:  
- RightsLink

Software solutions for our **clients**:  
- RightSphere

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

- 35,000 companies  
- 1200 US institutes
Information Sharing

86% of professional employees share content weekly

42% share it daily

Yet

Less than ½ 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
Tools

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

Software Solutions for Publishers
- RightsLink

Licenses

Software solutions for clients:
- RightsLink
- RightSphere

Content Re-Use

CCC's Licensing Services

- 35,000 companies
- 1200 US institutes

Content Users
- Clear Rights & Permissions
Click on the Rightsphere Auto ID button in your browser’s toolbar
## How would you like to use this publication?

### Emailing

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<thead>
<tr>
<th>Email</th>
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<tbody>
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<td>a copy to my co-workers</td>
<td>✅ Confirm Permission</td>
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<tr>
<td>a copy to people who are not employed by my company</td>
<td>$ Purchase Rights</td>
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### Storing and Posting

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<td>a copy on an internal shared network</td>
<td>a copy on my local hard drive</td>
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### Presentations

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<td>in a PowerPoint presentation to people who are not employed by my company</td>
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### Printing and Photocopying

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<td>photocopies with my co-workers</td>
<td>photocopies with people who are not employed by my company</td>
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<tr>
<td>✅ Confirm Permission</td>
<td>✅ Confirm Permission</td>
<td>$ Purchase Rights</td>
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Answers Are a Click Away

With a single click, get the information you need in order to proceed with your work.
12,000 Publishers
- Books, journals, newspapers, images

Software Solutions for Publishers
- RightsLink

Licenses

35,000 companies
- 1200 US institutes

Tools

Software solutions for clients:
- RightSphere
Making permissions and re-use simple and quick

RightsLink facilitates:

• Permissions, Reprint & e-Print orders
• Single Article Sales
• Print-On-Demand
• Author Services
  – Color Charges
  – Page Charges
  – Open Access Submission Fees
  – Reprints
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 hence, 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
Customer Clicks and Opens RightsLink
Flexible

The licensing options are set by the publisher.

[Image of RightsLink interface with options like make a selection, reuse in a book, reuse in a textbook/exam paper, reuse in a newspaper, reuse in a magazine, reuse in a report/newsletter, reuse in a coursepack materials, reuse in thesis/dissertation, reuse in a CD-ROM/DVD, reuse in a presentation/slide kit, reuse on a website, reuse a Cover Image, reuse as a poster, reuse on TV, in a Documentary, or Movie, make photocopies, order reprints.]
Control

Customer answers publisher's questions regarding reuse
Instant Price Estimates

Customer receives price estimate based on order details

Quick Price 1,380.00 USD / 895.62 GBP
Instant Licensing

Order verified and completed in minutes

Order Completed

Thank you very much for your order.

This is a License Agreement between Tim Eisenstadt ("You") and The Economist Newspaper Limited ("The Economist Newspaper Limited"). The license consists of terms and conditions provided by The Economist Newspaper Limited, and the payment terms and conditions.

Get the printable license.
Order Confirmation

Customer receives order confirmation email

RightsLink

Thank You For Your Order!

Dear Ms. Denise Carlucci,

Thank you for placing your order through Copyright Clearance Center's RightsLink service. We have partnered with RightsLink to license its content.

SAMPLE

Your order details and publisher terms and conditions are available by clicking the link below.

Order Details
Licensee: SAMPLE
License Date: SAMPLE
License Number*: SAMPLE
Publication: SAMPLE
Title: SAMPLE
Type Of Use: SAMPLE
Order Reference: My Order Reference
Total: SAMPLE

* Note: Originally Order Number SAMPLE.

Shipment Information
Customer Has Access to Order Status and History

A single RightsLink account makes it easy for customers to manage their orders.
Publisher Has Access to All Orders

Job Tickets
Please select from the following Job Tickets.

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RightsLink Serves All Markets

- Trade
- STM
- News
- B-to-B
Available For Publishers of All Sizes

RightsLink® Basic

RightsLink® Plus

RightsLink® Premium
RightsLink Plus Consortia

- Common RightsLink solution serves multiple publishers
Closing remarks

• Collective licensing is an effective system to simplify reuse of copyrighted materials

• Collective licensing needs to adapt further to serve global needs,
  – clients want 1 license which covers all reuse globally
  – a central place to obtain all rights needed
  – make copyright simple and easy to comply

• With our Multinational Rights Licenses and Tools we developed we have made the first steps to:
  – Enable global copyright licensing
  – Make copyright much easier
Thanks for your attention!

Kim Zwollo
RightsDirect
kzwollo@rightsdirect.com
+31 6 109 109 42