



## REACHING 100 & READY TO GO BEYOND

### ***At BookExpo, Copyright Clearance Center CEO Tracey Armstrong opens “Big Ideas” conference; marks 100<sup>th</sup> “Beyond the Book” podcast***

JAVITS CENTER, NEW YORK CITY, May 28, 2009 –To mark its 100<sup>th</sup> installment, **Beyond the Book**, a podcast series from Copyright Clearance Center (CCC), has released a presentation by Tracey Armstrong, CCC’s chief executive officer, delivered earlier today at the opening of [Book Expo America](#). The podcast is now available for free downloading at [www.beyondthebook.com](http://www.beyondthebook.com).

Speaking on *“Content Licensing & The Bottom Line: Up the Down Spreadsheet,”* Tracey Armstrong opened the “Big Ideas” Conference for BEA at New York City’s Jacob K. Javits Center earlier this morning. In a discussion with [Ned May, Outsell Inc. Lead Analyst](#), she examined why managing rights and content with the highest-possible efficiency and customer value remains a challenge for leading players and independents alike.

Copyright Clearance Center's [“Beyond the Book”](#) podcast series explores all aspects of issues facing the information content industry and featured interviews with best-selling authors, innovative CEOs, and leading analysts in publishing and technology. “Listeners to our show know that there are no easy answers when it comes to content and copyright,” said Christopher Kenneally, the program’s producer and host.

“Now, whether they have heard her ‘live from New York’ or while listening while at work anywhere in the world,” he added, “they can benefit from how Tracey is able to shine a light on ways to manage rights with the highest-possible efficiency and customer value.”



Since its launch in September 2006, Beyond the Book has taken listeners to BookExpo America, the Miami Book Fair International, and a host of other leading publishing conferences. Chris Kenneally also goes beyond the public events to gather insider-insights from numerous publishing industry leaders. The program's accompanying Web site features the Beyond the Book Marketplace, a place for authors, creative professionals and copyright holders to browse for services from respected professionals who work in every aspect of writing, content creation and copyright management.

"As our mission, Beyond the Book seeks to help creative professionals realize the full potential of their works, while encouraging respect for intellectual property and the principles of copyright," Chris Kenneally said. "It's a special pleasure to feature Tracey Armstrong on the occasion of our 100<sup>th</sup> release."

#### **About Copyright Clearance Center**

Copyright Clearance Center creates innovative licensing solutions for the seamless sharing of knowledge. CCC's licensing services, combined with its Web-based applications and tools, allow tens of millions of people in corporations, universities, law firms and government agencies to use and share published information with ease. Since its founding as a not-for-profit company in 1978, CCC has created and expanded the markets and systems that facilitate content reuse and the distribution of royalties to publishers and authors around the world. For more information please visit [www.copyright.com](http://www.copyright.com).

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