



Publisher Licensing Services

Maximize your content assets.

Technology has revolutionized the way people create, use and share content. Now more than ever, secondary licensing is a critical part of publishers' evolving business models. Copyright Clearance Center, the global leader in licensing services, provides innovative licensing services to help publishers leverage every opportunity to increase royalties and reach new markets around the world.

When you license your works through Copyright Clearance Center you will:

Increase royalty income. Rights licensing is all we do and, with over thirty years of experience, we do it better than anyone. When you license your content through Copyright Clearance Center you get unparalleled efficiency in secondary rights licensing, while freeing your staff members to focus on higher-value activities. Each year we clear millions of permission requests and we handle all the administrative tasks for you, including billing and royalty collection.

Gain access to new markets. With over 10,000 corporations—including nearly all of the Fortune 100—and academic institutions as our customers, Copyright Clearance Center provides immediate and direct access to millions of content users in a wide range of markets.

Capture royalties in the digital marketplace. In today's digital age, content users have unprecedented desktop access to vast stores of digital data and the means to reuse and share it almost effortlessly. As technology redefines rights management, Copyright Clearance Center's digital licensing services can help you capture royalties in this dynamic environment.

And that's not all. Your Publisher Relations Representative can help you improve your existing revenue streams and identify new ones, automate your licensing processes, and increase your global reach. We can also show you how to use market data to drive more effective content licensing strategies and add even more high-margin revenue to your bottom line.

“In Fiscal 2008, Copyright Clearance Center distributed \$134 million in royalties to rightsholders around the world, an increase of 9% over the previous year.”

>> **Copyright Clearance Center**
2008 Annual Report

“A study of corporate employees across a wide range of industries shows that 67% choose either an internet search engine or a web site as the first place they go for content.”

>> **Outsell, Inc.**, October 2007

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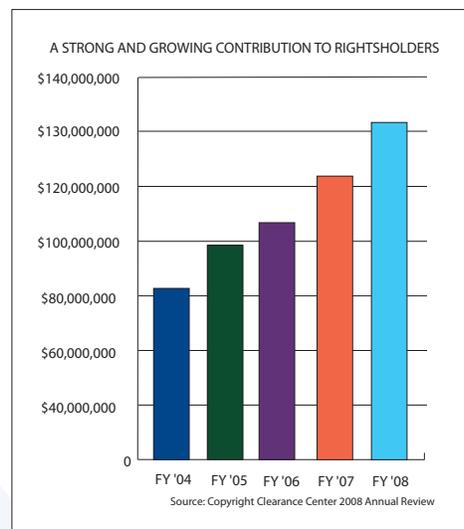
A Range of Solutions

We offer a variety of licensing services designed to help you optimize your reuse licensing strategy. Choose the options that meet your specific needs and register your works with us—free of charge.

- **Annual Licenses:** Our annual licenses let you broaden your reach to better protect your rights and capture new high-margin royalty revenues. Purchased by businesses and government agencies, prices vary by industry type and number of professional employees within an organization. Royalties are distributed among rightsholders according to statistical models and surveys of licensee use.

Services include: Annual Authorizations Service, Digital Repertory Amendment and Academic Repertory Licensing Service

- **Foreign Authorizations Service:** As the Reproduction Rights Organization (RRO) for the U.S., Copyright Clearance Center distributes royalties collected from foreign RROs, according to the copyright laws of the respective countries, to compensate US-based rightsholders for the use of their works. By participating in this service, you maximize your international royalty collections because you are charged a lower withholding fee than those not registered.



- **Pay-Per-Use Services:** Our pay-per-use licensing services let you protect your rights and generate new high-margin revenues from hard-to-reach markets including academic institutions, businesses and service providers such as document delivery companies and copy shops. You can choose how your materials may be reused and the royalty fees you want to charge.

Services include: Academic Permissions Service, Electronic Course Content Service, Transactional Reporting Service, Republication Licensing Service and Digital Permissions Service

Rightslink®

Rightslink is a powerful, highly customizable online transaction and rights management engine that allows your customers to order reprints and permissions at the point of content, 24/7. Rightslink is easy to implement, generates new revenue, improves customer satisfaction, and provides valuable insight into your customers' buying habits.

To put our licensing services to work for you, visit copyright.com, or contact a CCC Publisher Relations Representative at 978-750-8400, or by email at publishers@copyright.com.

