



As with most areas of human endeavors such as learning, creating, and working, the exchange of information is being significantly impacted by the accelerating pace of change in technology. We find ourselves in a time of constant transition – from analog to digital, from operating inside the borders of our community, territory, or country to dealing in a global marketplace – during which users expectations often race ahead of providers’ abilities to meet those expectations.

In the arena of access to content, users are demanding access to what they want quickly, inexpensively, accurately, how they want it – in their format, their language – and with whatever rights they need to share or collaborate with others. At the same time, the providers – the publishers, authors, and creators of works – are striving, not just to meet the current user demands, but to get ahead of the users and create new markets for their works, especially by licensing in the digital realm.

Standing, as we do, at the crossroads of users and providers: Collective Management Organizations can and will continue to provide workable solutions to the user/provider dilemmas. CMO’s have the expertise that allows them to aggregate access to works and rights into collections that can be made accessible to the market in a way that no one rightsholder or even a group of rightsholders could undertake. However, such solutions must rely on technology – and not just today’s technology, but with innovative technology that keeps pace with the changes of the future.

Such innovative technology is only possible to develop by organizations that listen to and understand the changing needs of the market and adapt or create the solutions that meet those needs. The success of such efforts is that users gain access to the content they need in the ways they need it, rightsholders gain customers without losing control of their works, but, perhaps most importantly, the principles of copyright are strengthened.

In this presentation, we will be briefly looking at 3 such innovative technology solutions aimed at enhancing access to content in Academia:

How RightsLink Works

The screenshot shows a book page for 'Africa in World Politics: Reforming Political Order' by John W. Heilbrunn and Donald Rothchild. The page includes a search bar, a 'BROWSE BY' section with 'Subject' and 'Author' options, and a 'JOIN OUR NEWSLETTERS' section. An orange arrow points to the 'Request Permissions' link at the bottom of the page. The page also features the Perseus Books Group logo and a small Perseus logo at the bottom right.

Publisher Places Link on Content

THE PERSEUS BOOKS GROUP
Insightful. Innovative. Independent.

NEWSLETTER
ACADEMICS
SUBSIDIARY RIGHTS
ABOUT US
CONTACT US

ABOUT THIS BOOK

Africa in World Politics
Reforming Political Order
by John W. Heilbrunn, Donald Rothchild

Jul 29, 2006
Hardcover
US \$43.00
CAN \$54.50
UK £27.50
ISBN: 978011343648
ISBN-10: 01134364X
Published by JHU Press

Description
In this fully revised edition top scholars in African politics address the effects that major currents in Africa and world politics have upon each other and explore the ramifications of the interconnection for contemporary theories of international and comparative politics. The fourth edition focuses on issues of reforming and strengthening states and their economies in sub-Saharan Africa. The nation-state as we know it is a legacy of European rule in Africa, and the primacy of the nation-state remains a bedrock of most contemporary theories of international relations. Yet in the fifth decade of Africa's independence, this colonial inheritance has been challenged as never before by state weakness, internal and inter-state conflict, and internal and external demands for economic and political reform, with potentially far-reaching implications, including new readings on the AIDS crisis in Africa and the regional war on terrorism, this text remains an invaluable resource for students of African and world politics.

Selling Territory
World

SEARCH

BROWSE BY
Subject
Author

JOIN OUR NEWSLETTERS

Request Permissions

ifpro
International Federation of Reproductive Rights Organizations

Copyright Clearance Center

Our first example of a CMO-developed solution is RightsLink

RightsLink is a point-of-content digital licensing solution

A copyright holder can offer automated licensing and content delivery from their own websites based on its own terms and conditions. A CMO provides the application and technical support, allowing publishers and other copyright holders to focus on other priorities.

This application sits on the rightsholder's own website, the Publisher simply places the link on their content....
(next slide)

How RightsLink Works

The screenshot displays the RightsLink interface for the book "Africa in World Politics: Reforming Political Order" by John W. Harbeson and Donald Rothchild. The interface includes a navigation bar with "Home", "Create Account", and "Help" links. The main content area is divided into sections: "ABOUT THIS BOOK" with a book cover image, "Description" text, and a "Request Permissions" button. A "Permissions" pop-up window is overlaid on the page, showing a "I would like to..." dropdown menu with the option "make a selection". The pop-up also contains a "Request Permissions" button and a "Request Password/Over ID" link. The footer of the page features the ifrro logo and the Copyright Clearance Center logo.

....and a user who wishes to get permission to use the work clicks on that link, and the permissions page “pop-ups”.
The user chooses from the use options set by the rightsholder....
(next slide)

How RightsLink Works

The screenshot displays the RightsLink interface. At the top, it features the logos for 'THE PERSEUS BOOKS GROUP' and 'Copyright Clearance Center RightsLink'. A navigation bar includes 'Home', 'Create Account', and 'Help' links. The main content area is titled 'make a selection' and lists various permissions: 'republish in a book / e-book', 'republish in a textbook', 'excerpt in a periodical', 'post on a public web site', 'make photocopies', 'use in coursepack', 'use on e-reserve', 'excerpt in a statewide exam or assessment', 'excerpt in a thesis or dissertation', 'use as a prop or set dressing (film, TV or play)', 'inquire about film or television rights', 'translate all or part of this book', and 'request alternative formats for visually impaired'. A dropdown menu is open, showing the same list of permissions. An orange arrow points from the text 'I don't see my intended use' to the dropdown menu. Below the permissions list, there are buttons for 'Request Permissions' and 'Click to add notes'. The right side of the interface shows a login form with fields for 'User ID' and 'password', and a 'Login' button. Below the login form, there is a 'Welcome to Rightslink' message and a paragraph of text explaining the service. At the bottom of the slide, there are logos for 'International Federation of Reproduction Rights Organizations' and 'Copyright Clearance Center'.

...Point-of-content licensing is constantly evolving. The opportunities are virtually endless. Some examples of the types of functions a point-of-content solution such as CCC's RightsLink can provide include:

- Processing permission
 - Classroom use
 - Electronic posting, electronic reserve
 - Email
 - Dissertation
 - Replication
- Single article sales, reprint and e-print orders
- Print-on-demand

A user selects the particular permission or use that they want and...
(next slide)

How RightsLink Works

THE PERSEUS
Insightful. Innovative.

ABOUT THIS BOOK

Quick Price Estimate

I would like to...

Format

Total Production run

Portion

Number of pages to be used

Territory of Distribution

Are you the author of this Perseus book?

Will you be translating?

Quick Price **\$ 3.25 USD**

Quick Price \$ 3.25

Request Permissions

Selling Territory

World

ifpro

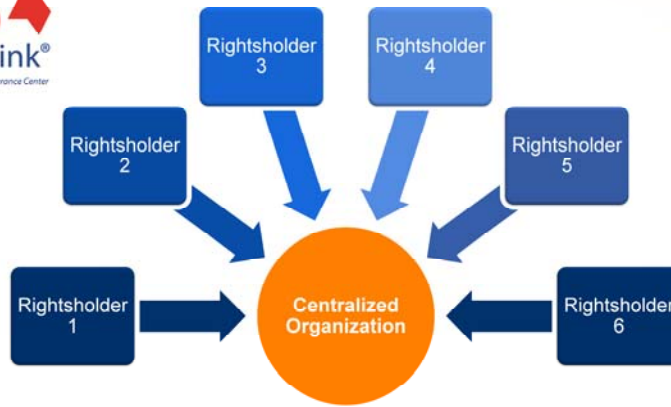
Copyright Clearance Center

... enters information specific to the requested use in order to get a price for the proposed transaction.

The beauty of point-of-content services is that it works within the workflow of the customer. The customer sees an article or chapter or image or video that he or she wants to share, and can simply click a link beside the content and get what they need instantly.

A Centralized RightsLink Model

For organizations that serve multiple rightsholders




While RightsLink was originally developed for individual rightsholders, it can also be used in a centralized or consortia model which allows multiple RHs to take advantage of this type of technology regardless of whether they have their own technology staff - idea is to make licensing seamless for as much content as possible – make it easier for users by placing these tools at point-of-content.

RightsLink Benefits Educational Institutions

- 40% of RightsLink users surveyed were professors or students
- 88% found the licensing options that they needed instantly online with RightsLink
- 77% are very likely or likely to recommend RightsLink to a friend or colleague





A recent survey of the use of RightsLink revealed these findings...



Get It Now

- Provides just-in-time fulfillment of high-quality, full-color PDF articles
- Complements inter-library loan and integrated in library workflow
- Developed in cooperation with US universities and rightsholders
- Mediated and unmediated workflow options with abuse safeguards
- 24 x 7 article requests & delivery
- Real-time, transparent royalty reports



Our second technology solution for access to content is Get It Now, which is designed to be a customer-driven, content delivery system that augments subscriptions.

Get It Now, is a cloud-based article delivery service developed for academic institutions. Get It Now was developed in collaboration with US universities and rightsholders.

It provides the cost-effective, immediate fulfillment of journal articles not subscribed to by an academic institution.

Available to institutions of all sizes, Get It Now complements a library's Interlibrary Loan (ILL) operation by providing faculty, students and other scholarly researchers with high-quality, full-color PDFs of journal articles 24 hours a day, 7 days a week, in a just minutes instead of days or weeks it took prior to Get It Now.

Get It Now is an easy-to-use service providing users with immediate access to millions of journal articles through a single centralized service.

Institution-Wide Workflow Integration

Electronic Reserves

- Docutek Eres
- Atlas Systems Ares

Interlibrary Loan


- OCLC ILLiad
- OCLC WorldCat
- Atlas Odyssey

Content Search & Acquisition

- Ex Libris SFX
- HighWire Press
- JSTOR


Coursepack Production

- Alto Digital Publishing
- Shared Book Academic Pub
- XanEdu & other NCPs





Integration Tools

- Permissions
- RightsLink Basic
- Get It Now



User Workflow Services

- Pay Per Use Permissions
- Annual License Title Search & Usage Reporting
- Article Purchase and Delivery

Finally, we offer insight into **Workflow Integration:**

It is important to remember that we need to go where the user is. CMOs have used technology to build licensing tools that are seamlessly integrated in the user's workflow.

On this slide you can see there are many different uses covered by this type of integration:

- Electronic Reserves
- Interlibrary Loan
- Content Search and Acquisition
- Coursepack Production

And, today, these types of licenses can be found in the following types of integration partners:

- OCLC: Interlibrary loan
- Atlas and Docutek: Electronic reserves
- HighWire: Journal Hosting / Publishing systems

Application Integration Example

Pay-Per-Use Permissions in OCLC's ILLiad

The screenshot displays the 'Process Copyright' window in ILLiad. It features a table of articles with columns for Title, Journal, Article, Volume, Issue, Inclusive, Pages, and Year. Below the table is a 'Copyright Search Results (3)' section with a table of search results. To the right, a 'Copyright List' panel shows details for the selected article, including 'Price' (\$5.00), 'Number of Pages' (8), and 'ISSN' (15216543). The interface includes navigation buttons like 'Auto Select No Problem Requests', 'Cancel Request', 'Doc Provider', 'No Problem', 'Select All', and 'Deselect All'. Logos for 'ifro' and 'Copyright Clearance Center' are visible at the bottom.

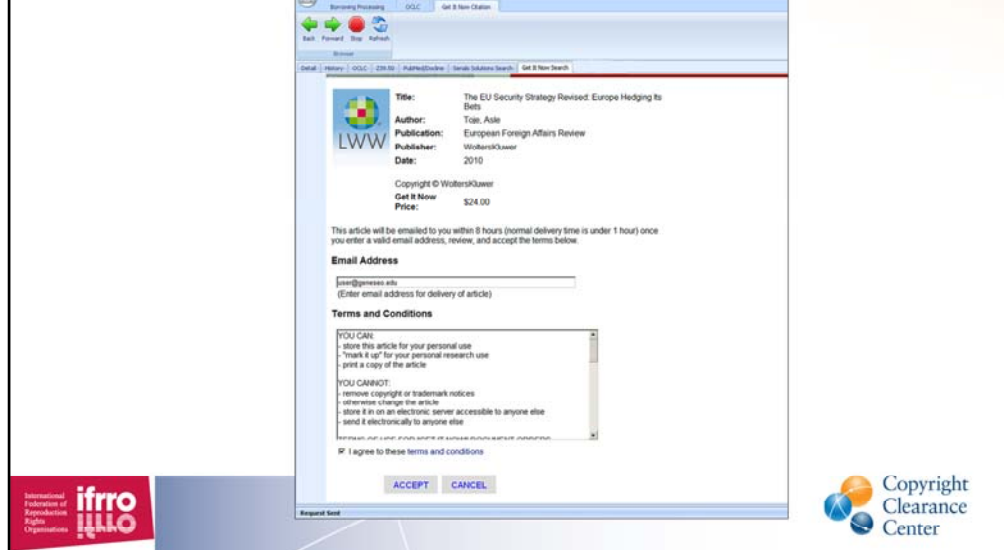
TI	Journal	Article	Volume	Issue	Inclusive	Pages	Year
02177	Tr. West. Surg. Ass.	Single trauma as an etiological f...	48		240-273		1930
02144	Obstet. Journal of Death & Dying	DEATH IN DISNEY FILMS: IM...	50	4	Starts on 2		2005
02143	Intl Biol evol	A gliadin gene of ancient evolut...	32	1	12-20		2004
02005	Journal of Pragmatics	Visual Representations of the Id...	37	1	69-88		2005
02173	J.A.M.A.	not given	96		267-261		1926
02170	J. Missour. M. A.	Conspiration in one trauma ca...	44		22-7		1967
02171	J. H. Soc. New Jersey	Trauma associated with maligna...	36		181-7		1941
02145	J Inorganic biochemistry	Nitric oxide dioxygenase functio...	99	1	247-266		2005
02147	USMB	Functional properties of neurogl...	65	11-12	699-696		2004
02148	USMB	Neuroglin and cytoglobin ge...	56	11-12	703-707		2004
02124	Folk Art	Thomas Hartnet's workbooks, L...	27	2	54-61		2002
02193	Fairbanks Mirror Newspaper	School board seeks resolution t...			Online ID		2005
02168	Compens. Med.	The relation of cancer to trauma	3		5-107		1950
02174	Arch. Surg.	not given	18		2107-2158		1929
02176	Arch. Surg.	Carcinoma of the upper extremity	43		603-610		1941
02172	Arch. Med., Legal	Post-traumatic osteosarcoma of...	19		3-7		1949
02142	Annual review of physiology	Chemical physiology of blood flo...	67		99-145		2005
02175	Am. J. Surg.	Editorial	55		441-450		1942
02169	Am. J. Surg.	Trauma in malignant tumors of b...	73		305-7		1947
02150	Am J Psych Cell Mol Biol	Hemoglobin-mediated hypoxia...	32	4	257-261		2005

Title	Author	ISSN	Year	Right	Rights	Edition	Publ.
RUBMB LIFE	INCO	15216543		Granted	TAYL		TAYL
RUBMB LIFE (INTERNATIONAL UNION OF BIOCHEMISTRY AND M...		15216561		Granted	TAYL		TAYL
RECENT ADVANCES IN MOLECULAR AND BIOCHEMICAL RESEA...	WEL Y.	301025207	1993	Granted	WOPR		WOPR

One example of such a partner integration is the one CCC has with ILLiad: ILLiad is a Resource Sharing Management software and a product of OCLC – a global services company with more than 25k member institutions – automates routine interlibrary loan functions. It enables library borrowing, lending and document delivery through a single interface. For example... (next slide)

Application Integration Example (cont.)

Article Purchase in OCLC's ILLiad



If an educational user wished to purchase an article through ILLiad, they would see this solution which would not only enable a simple purchase transaction, but also give the user a clear set of terms and conditions so that, from the outset, they would know what such a purchase does and does not permit.

Sample List of Partners



This is a list of some of the organizations and companies with which CCC has partnered by integrating licensing & permissions applications in their workflow.

Benefits of Collective Licensing

- **Faster, more convenient** for content users than pursuing rights from individual copyright holders
- **More efficient** way for copyright holders to license their material to many different customers



Annual Copyright License for Academia

- One license
- Campus-wide coverage
- Millions of information sources



Again, CMOs, as works and permission aggregators, can create a “common denominator” of rights for Educational Institutions and other organizations. We can bring together a collection of rights to share content with educational institutions which, in turn, allows them to share legally-obtained articles digitally – via email, corporate social networks or other closed environments – regardless of where their students are located.

Just one example, harking back to the Get It Now content delivery product outlined earlier in this presentation: If an institution has the Annual Copyright License for Academia from CCC and acquires a document via Get It Now, the Annual License expands on the Get It Now permitted uses.... (next slide)

License Coverage

- Email
- E-course content
- Coursepacks
- Class handouts
- Research collaboration
- Library reserves
- Administrative copies



...The Annual Copyright License allows faculty, researchers, students, and staff to share copyrighted content across the institution within course materials and for scholarly communication. Institutions that adopt the Annual Copyright License can reuse content obtained through Get It Now in coursepacks, e-reserves, course management system postings, institution emails, and more. But not just Get It Now content, but content acquired through other means such as subscriptions, outright purchase, etc.

Summary

- CMOs / Rights Aggregators create market-based solutions that meet user needs
- User benefits include seamless access to content from multiple rightsholders from within their workflow
- Rightsholder benefits include easy method to convey rights information; ability to build licensing into workflow with vendors such as OCLC
- Workflow vendor benefits include ability to provide value-added licensing service to meet user demand



In summary, CMOs continue to create solutions based on market demand that meet both user and provider needs.

For users, this creates seamless access to a broad array of content within their own workflows.

For rightsholders, this allows them to provide that access while protecting and communicating their copyright and to do so within the framework of existing inside systems and outside vendors.

For third-party vendors, this allows them to meet both user and rightsholder needs within their own workflows without having to “reinvent the wheel”.

This is what CMOs, as aggregators of rights, using innovative technology can continue to achieve to facilitate access to content in and beyond academia.