Collective Licensing: Enabling Seamless Access to Knowledge

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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:

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)

....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)

…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
        Republication
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)

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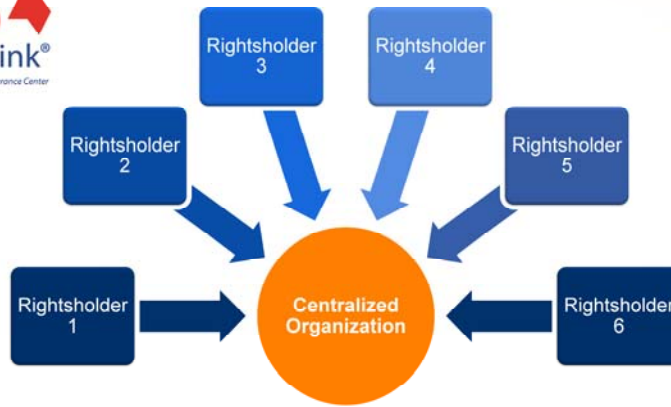
While RightsLink was originally developed for individual rightsholders, it can also be used in a centralized or consortia model which allows multiple RHs to take advantage of this type of technology regardless of whether they have their own technology staff - idea is to make licensing seamless for as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

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.

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

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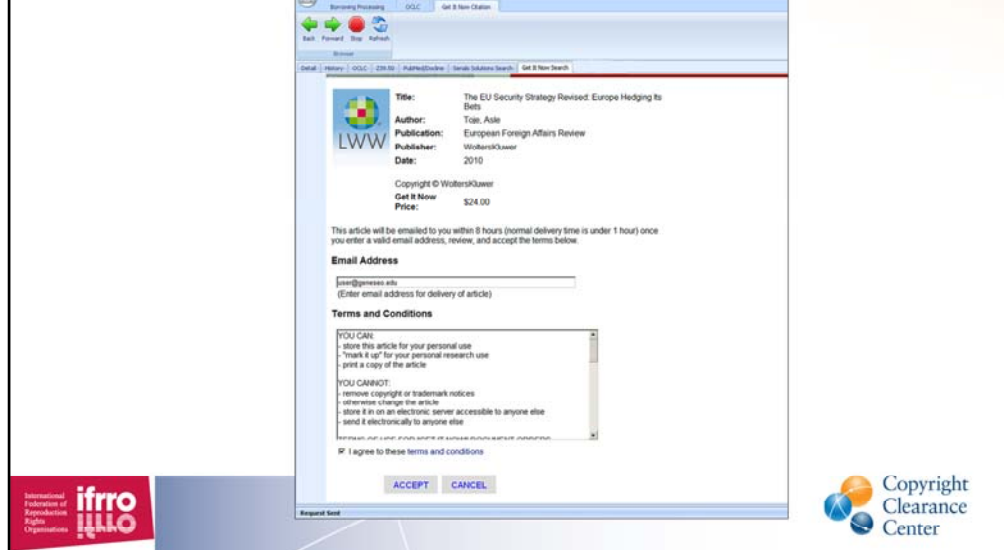
If an educational user wished to purchase an article through ILLiad, they would see this solution which would not only enable a simple purchase transaction, but also give the user a clear set of terms and conditions so that, from the outset, they would know what such a purchase does and does not permit.

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

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)

...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.

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.