

Use of Professional Information and Copyright Compliance

Challenges for Research-Driven Companies

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Agenda

1. Who is RightsDirect / CCC?
2. Market research on corporate content sharing behavior
3. How to become “copyright compliant”
4. Text and Data mining Pilot



Who is RightsDirect/CCC?

Copyright Clearance Center: Making Copyright Work

Rightsholders



600+ million rights from:

- Publishers
- Authors
- Creators

Rights Licenses

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Copyright
Clearance
Center

- ✓ Licensing Solutions
- ✓ Rights Management
- ✓ Content Delivery
- ✓ Copyright Education

Content Users



- 35,000 companies
- Employees worldwide
- Users in 180 countries



Content Use at Work

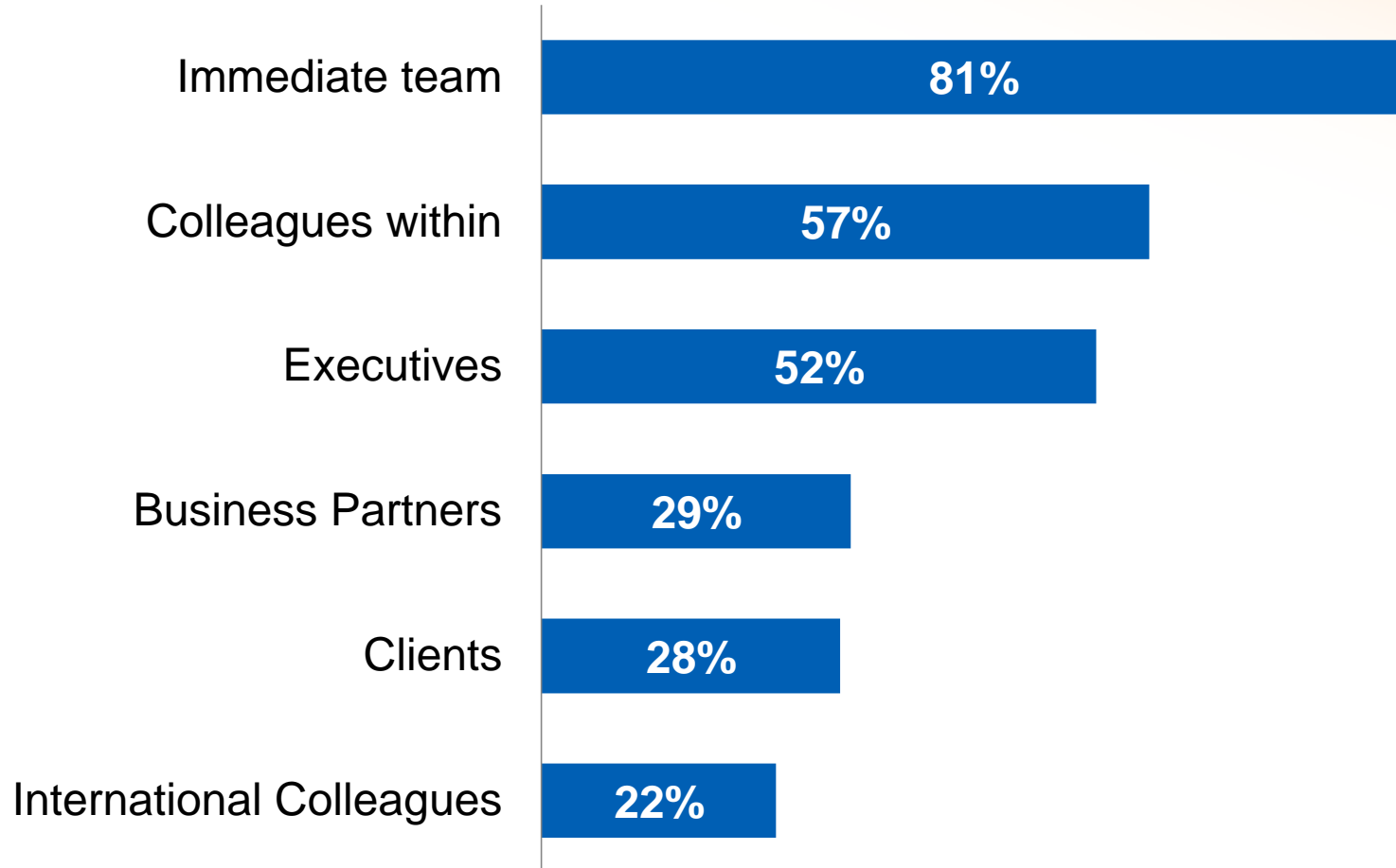


Weekly Content Sharing

81% share with their immediate teams

75% regularly receive content from peers

Sharing Content Weekly and often daily

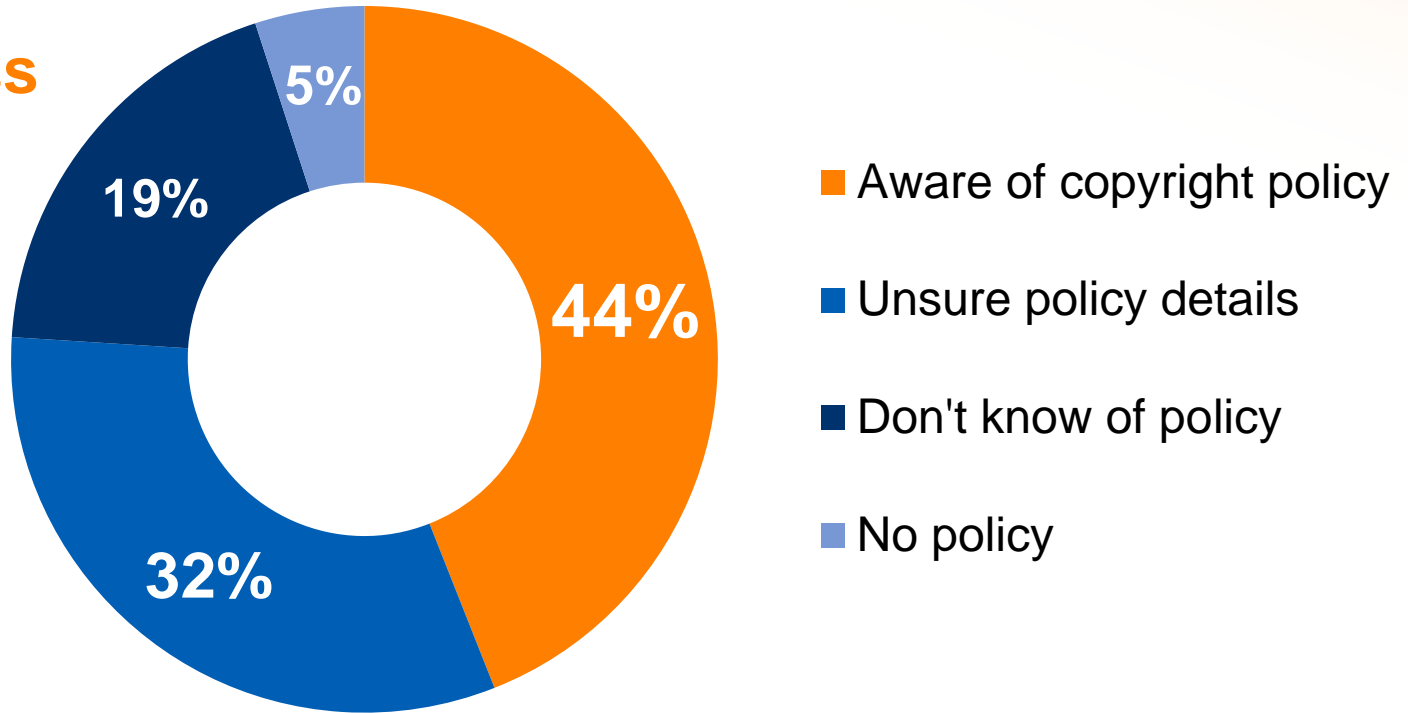


Ways People Share Content

| Method | % |
|---|-----|
| Email attachments | 87% |
| Link in an email | 67% |
| Cut content from source and insert in email | 48% |
| Photocopy, print-out | 37% |
| Intranet, wiki, shared network | 24% |
| Collaboration software | 11% |

Copyright Awareness in the Workplace

56% lack policy or awareness



Workers Have Conflicting Views

92%

say it's important to protect their organization's Intellectual Property.

65%

believe that if they get free information online or in print, they're free to share it



Common Copyright Challenges

Employees Don't Understand Copyright Rules

- See online content as free to share
- Assume subscriptions can be forwarded
- Unsure if permission is needed and how to get it
- Copyright varies across countries





**How to become:
“copyright compliant”?**



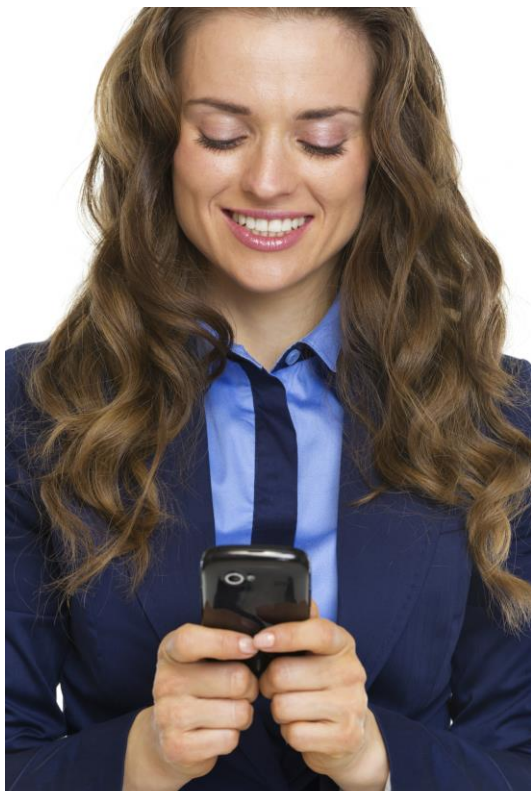
Restrict
content access

**Options to
Minimize
Risk**



Options to Minimize Risk

**Negotiate
multiple licenses**



Options to Minimize Risk

**One license,
comprehensive rights**

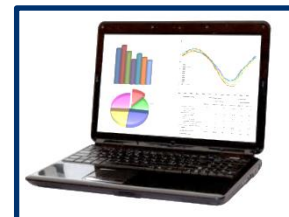
Our Solution exists of 3 parts.....:



Multinational Copyright License: more than 600 million rights from 12,000 global publishers. Collaborate with other licensed companies to exchange published information.



On Copyright Education: Helps employees understand the basics of copyright and their responsibilities



RightSphere: Rights advisory software tool for employees to instantly check permissions online

Copyright Compliance: 5 recommendations:

- Appoint a copyright expert
- Create (or update...) a copyright policy
- Communicate the policy within the organization
- Educate staff about copyright and content use
- **Provide effective licensing solutions**



Text and Data Mining Pilot

Some practical T&DM challenges....

- How to get access to the “widest body of content”?
- Is it legally allowed to text-mine subscriptions?
- How to get access/rights for unsubscribed content?
- How to get the correct structured XML data?

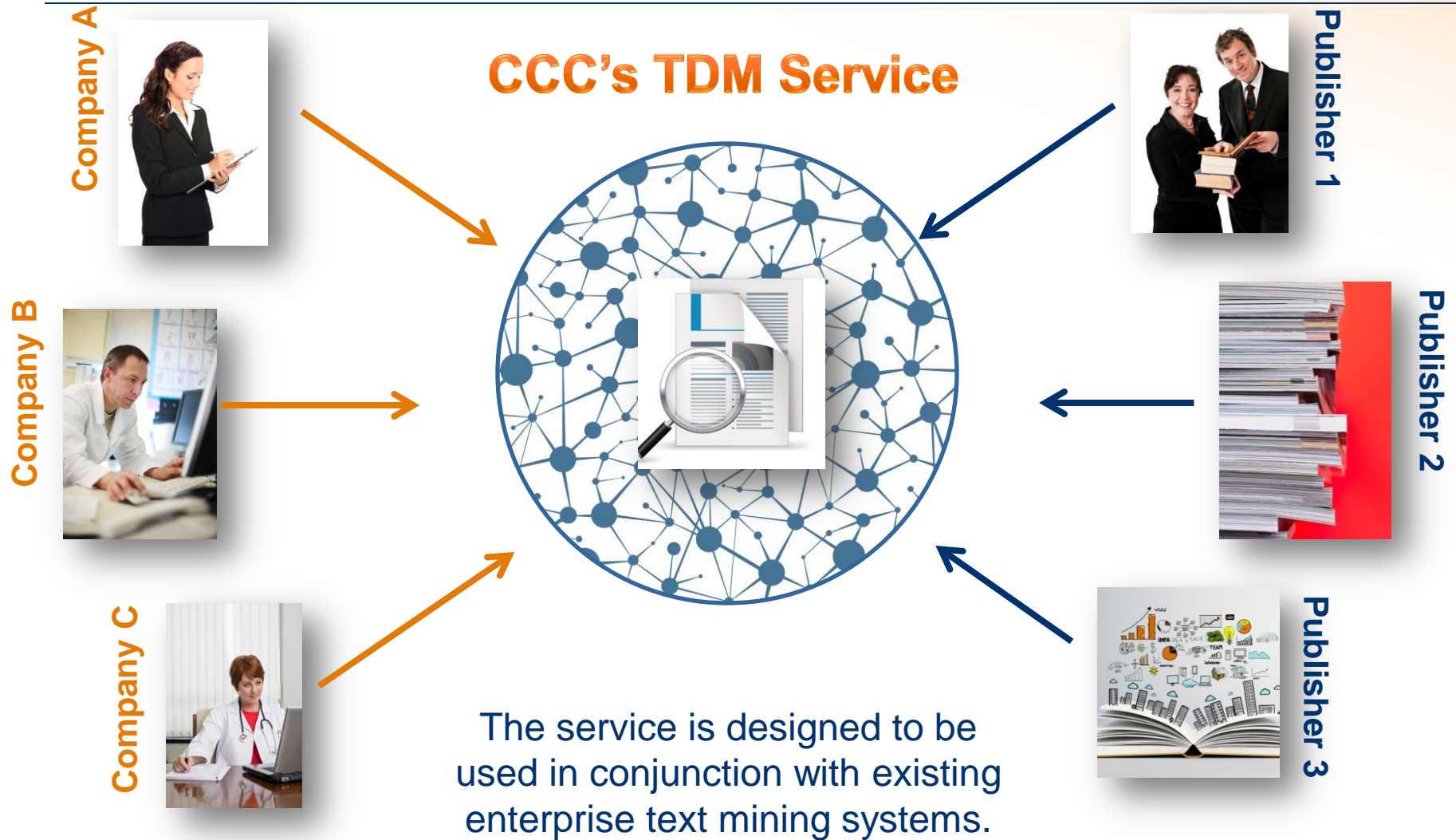
In summary: how to handle:

- **Permissions**
- **Unsubscribed content and rights**
- **Structured XML data**

From ALL publishers?



TDM pilot: Helping TDM Researchers



The service is designed to be used in conjunction with existing enterprise text mining systems.

CCC's Text and Data Mining Service: Features

- Search and access multiple STM publishers' full-text archives via web interface or RESTful API
- Obtain a standard license for all content
- Create result sets including articles from existing subscriptions **and** unsubscribed articles
- Download result sets in normalized XML format



TDM Pilot Roadmap

Initial Pilot Release

- May - Web UI
- August - Enhancements

Pilot End

- December
- Decision to begin publisher outreach.

API Release

- October 2013
- Additional user testing

Commercial Release

- Content Purchase capability
- Timing 2014 TBD



A Copyright Clearance Center Subsidiary

Thank you! questions?

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