

Mass Digitization & CCC

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Global Rights Broker

- Not-for-profit corporation opened doors in 1978
- 300 employees
- Recently acquired Pubget – integrate search and licensing
- Manage ~450M rights and ~100M data records
- EContent 100 list for last 4 years
- Outsell's "10 to Watch" list
- Award-winning technology

Global Rights Broker

- 35,000 corporations with employees in 180 countries
- 1,200 academic institutions served through all services
- CCC's annual academic license is used by 110 U.S. campuses, representing over 400,000 students
- Serves more than 90% of U.S. research institutions
- Get It Now supplement to ILL now used at dozens of institutions
- Agreements with 30 RRO's in 25 countries
- Customer service staff fields 130,000 information inquiries per year

Voluntary Collective Licensing

- Rights in our licensing repertories are there through agreements signed with rightsholders
- Each licensed user has signed an agreement with CCC
- Agreements were developed by CCC in consultation with rightsholders and content users
- All of this is unique among RROs worldwide

Current New Activities

- Not-for-profit but receive no money from government or foundations, and so need to support ourselves solely from revenues, like a business
- Virtually all revenues come as “agency commissions” from rightsholders on licenses actually issued to users
- Recently seeking new sources of revenue, such as through Pubget acquisition and development of Get It Now service
- Building technology platforms in RightsLink and RightSphere; tried wiki-based service for managing rights; expanded educational webinars

Digitization

- Major STM publishers have almost completed digitization of journals going back 100 years
- Book publishers currently digitizing valuable backlist (frontlist already in digital form)
- CCC currently working on 1000s of individual digitization rights-clearing projects, paid by interested publishers
- Brokering rights to reproduce entire books
- All this depends on “value” of works – outside of commercial movies and music, copyright is about huge volumes of relatively low-value works

Mass Digitization

- CCC's goals in licensing: (1) to make copyright work and (2) to make copyright markets work better
- Our Board and management are prepared to apply resources (people, technology, money) to serve our customers on all sides
- CCC has relationships with 1000s of rightsholders and 1000s of users, substantial experience and technology, and substantial records of rights in the text field, and is willing to leverage those for new businesses, including mass digitization projects, if we can afford to

Mass Digitization

- Can't force parties to participate; appreciate principles such as fair use and no-obligation to license
- All must acknowledge value is an issue
- Collective Licensing is classically designed for situations where there are many, many low-value works
- Extended Collective Licensing does work in some cases – can it work for orphan works or mass digitization?
- Licensing is an important part of any mass digitization ecosystem – between rightsholder and user; between user and later user

Thank You

