

Copyright in the 21st Century

Special Libraries Association

June 5, 2007



COPYRIGHT CLEARANCE CENTER



Public interest in © is growing

Backers of stronger copyright laws form lobby group

By **Anne Broache**

Staff Writer, CNET News.com

Google targeting all the world's con

Posted by Donna Bogatin @ 1:03 pm

The New York Times
nytimes.com

Make Way for Copyright Chaos

By LAWRENCE LESSIG

Published: March 18, 2007

Viacom suit may reshape copyright law

Media giant says Google infringes 'on a massive scale'

By Elise Ackerman

Mercury News

In Response to AAP Concerns, Cornell Issues
New Guidelines on Electronic Reserves

Google video suit could signal YouTube trouble ahead

Posted 11/8/2006 10:18 PM

By Michael Liedtke, The Associated Press

A true paradigm change

- ▶ **Explosion of Internet use and content creation**
 - 1 billion Internet users worldwide (up from 48 million in 1996)
 - 161 exabytes (billion gigabytes) of digital content created and copied in 2006
 - Equal to 3 million times all the books ever written
 - Every minute, scientific knowledge increases by 2,000 pages
 - It takes 5 years to read the new scientific material produced every 24 hours
- ▶ **Increasing pace of technological and business innovation**
 - Easy-to-use software tools for creation and participation
 - Increasing bandwidth
 - Ad-supported business models
- ▶ **The one-to-many model has broken down**
 - Replaced by niche markets with new economics
 - Cable, podcasts, search, blogs, POD, social tagging, YouTube . . .
- ▶ **Content and software are inextricably linked into tools of knowledge discovery**

Copyright Clearance Center

- ▶ **Not-for-profit, private organization formed in 1978 at the suggestion of Congress**
- ▶ **The Reproduction Rights Organization (RRO) for text for the United States**
- ▶ **Bilateral agreements with RRO's in other countries to license foreign titles and exchange royalties**
- ▶ **World's largest provider of text licensing and permissions services**

CCC's Mission

- ▶ **To make it easy for content users to “do the right thing”**
 - Remove barriers to licensing and enable content users to share content with ease and confidence

- ▶ **To serve as a value-added intermediary for content users and copyright holders**
 - Create efficient licensing systems and services
 - Collect and equitably distribute royalties

- ▶ **To meet the changing needs of our constituents**
 - Respond to changes in technologies, markets and the law

Corporate Licensing Services

CCC enables more than 20 million employees of U.S. corporations to use and share content lawfully.

▶ **Annual Copyright Licenses**

- Provides unlimited internal use of content from our extensive rights licensing database
- Digital and photocopy uses, domestic and multi-national

▶ **Pay-Per-Use Services**

- A cost-effective solution for the use of content outside the corporation

▶ **Desktop Solutions**

- Puts permission services directly in content users' workflow

▶ **Educational Services**

- Tools and programs to increase copyright awareness and create a culture of respect for intellectual property

Academic Licensing Services

CCC provides services to more than 1,000 colleges and universities nationwide.

▶ **Pay-Per-Use Services**

- Designed to meet the needs of today's academic environments:
 - Interlibrary Loan
 - Electronic Reserves
 - Course Management Systems
 - Coursepacks

▶ **Copyright Integration Services**

- Embeds permission services directly into leading academic applications, such as Blackboard and Docutek

▶ **Educational Services**

- On-campus presentations, seminars and workshops
- Free toolkits, best practices guides and other resources
- Education and awareness campaigns

The purpose of intellectual property laws . . . including copyright

- ▶ **Intended to protect and promote creative and inventive works**
- ▶ **U.S. Constitution, Article I, Section 8, empowers Congress, among other things:**
 - “To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries”

Note: copyrights and patents share the same family tree

Statute of Anne - 1710

Anno Octavo

Annæ Reginaæ.

An Act for the Encouragement of Learning, by Vesting the Copies of Printed Books in the Authors or Purchasers of such Copies, during the Times therein mentioned.



Whereas Printers, Booksellers, and other Persons have of late frequently taken the Liberty of Printing, Reprinting, and Publishing, or causing to be Printed, Reprinted, and Published Books, and other Writings, without the Consent of the Authors or Proprietors of such Books and Writings, to their very great Detriment, and too often to the Ruin of them and their Families: For Preventing therefore such Practices for the future, and for the

Encouragement of Learned Men to Compose and Write useful Books; May it please Your Majesty, that it may be Enacted, and be it Enacted by the Queens most Excellent Majesty, by and with the Advice and Consent of the Lords Spiritual and Temporal, and Commons in this present Parliament Assembled, and by the Authority of the same, That from and after the Tenth Day of April, One thousand seven hundred and ten, the Author of any Book or Books already Printed, who hath not Transferred to any other the Copy or Copies of such Book or Books, Share or Shares thereof, or the Bookseller or Booksellers, Printer or Printers, or other Person or Persons, who hath or have Purchased or Acquired the Copy or Copies of any Book or Books, in order to Print or Reprint the same, shall have the sole Right and Liberty of Printing such Book and Books for the Term of One and twenty Years, to Commence from the said Tenth Day of April, and no longer; and that the Author of any Book or Books already Composed and not Printed and Published, or that shall hereafter be Composed, and his Assignce, or Assigns, shall have the sole Liberty of Printing and Reprinting such Book and Books for the Term of Four-

What is Copyright?

A system that protects “original works of authorship fixed in any tangible medium of expression, now known or later developed, from which they can be perceived, reproduced, or otherwise communicated, either directly or with the aid of a machine or device.”

U.S. Copyright Law

- ▶ **Protects the authors of “original works of authorship”**
- ▶ **Covers both published and unpublished works**
- ▶ **Grants copyright holders the exclusive rights to reproduce, perform, distribute, translate and publicly display their works (or to authorize others to do so)**
- ▶ **Ordinarily protects works created on or after January 1, 1978, until 70 years after the author’s death**

What copyright protects

- ▶ **Literary works**
 - that is, any text-based works, including articles and abstracts published in scientific/technical/medical journals
- ▶ **Pictorial, graphic and sculptural works**
 - including illustrations and drawings published in journals; also Dilbert cartoons
- ▶ **Musical works, including any accompanying words**
- ▶ **Dramatic works, including any accompanying music**
- ▶ **Pantomimes and choreographic works**
- ▶ **Motion pictures and other audiovisual works**
- ▶ **Sound recordings**
- ▶ **Architectural works**
- ▶ **Computer software**

Copyright owners can control:

- ▶ **Copying**
- ▶ **Distribution (publication)**
- ▶ **Public performance and display**
- ▶ **Preparation of derivative works (translations, adaptations)**
- ▶ **Authorization to others to do any of the above**
 - Copyright owners can grant or restrict these rights by using license agreements

What Can NOT Be Protected by Copyright

- ▶ **Ideas, facts, data, procedures, methods, systems, processes, concepts, principles, discoveries or devices, as distinguished from a description, explanation or illustration**
 - The idea is not protected but the expression of the idea may be
- ▶ **Works that have not been fixed in a tangible form by being written, recorded or captured electronically**
- ▶ **Titles, names, short phrases or slogans; ordinary (non-artistic) symbols or designs; mere variations of typographic ornamentation, lettering or coloring; mere listings of ingredients or contents**

What Can NOT Be Protected by Copyright (continued)

- ▶ Works consisting entirely of information that are natural or self-evident facts, and that contain no original authorship, such as the white pages of telephone books, standard calendars, height and weight charts, and tape measures and rulers
- ▶ Works created by the U.S. Government
- ▶ Works for which copyright has expired

NOTE: The “PUBLIC DOMAIN” is the sum of all these items. One way of thinking about this: the world is divided into that which is protected by copyright and that which is in the public domain.

Digital content and copyright

- ▶ **Content in digital form is protected to precisely the same extent as content in non-digital form.**
- ▶ **Electronic books and journals are protected by copyright law, just like paper books and journals.**
- ▶ **Digital musical recordings are protected by copyright law, just like vinyl musical recordings.**
- ▶ **An e-mail message is protected by copyright law, just like a pen-and-ink letter.**

Why copyright matters

▶ It is the law

- U.S. copyright law entitles copyright holders to protect their rights
- Compliance in general and the protection of intellectual property have become top priorities for both business and law enforcement

▶ It is “the right thing to do”

- Corporate ethics (and Ethics Officers) are playing an increasingly larger role in corporate governance and policy making
- Respect the intellectual property rights of others (Golden Rule)
- Employees need to understand their responsibilities under copyright law

▶ It ensures the continued availability of high-value content

- As the Constitution envisions, compliance encourages creativity from, and compensation to, creators and copyright holders

Why should users care about copyright?

- ▶ **Lowry's Reports v. Legg Mason (2005)**
 - Distribution of newsletter via fax, email and intranet
 - \$20 million statutory in damages awarded
 - Case reportedly settled privately for more than \$10 million

- ▶ **American Geophysical Union v. Texaco (1995)**
 - Spontaneous photocopying by researchers
 - Seven-figure settlement and probably millions of dollars in legal fees

- ▶ **Basic Books v. Kinko's (1991)**
 - Production of university course packs
 - \$2 million in fees, costs and damages

Some common misconceptions

- ▶ **Physical ownership of a book, CD, etc. is not the same as owning the © to the work**
- ▶ **Registration is not required; nor is the © symbol**
 - Protection is automatic from the time a work is created in a fixed, tangible form
- ▶ **In works made for hire, the employer—not the individual creator—is considered the author**
- ▶ **Attribution is not a substitute for copyright permission**
- ▶ **Public Domain is not the same as “publicly available”**

What is “Fair Use”?

- ▶ **Recognizes that certain types of use do not require copyright permission or fees; essentially unique in the world to U.S. law (although others have unofficially moved in that direction . . . for example, see British/Canadian “fair dealing”)**
- ▶ **Designed to allow the use of copyright-protected works for socially productive purposes, such as commentary, parody, news reporting, research and education**
- ▶ **Not an exception to copyright compliance, but is a “legal defense” which must be proven by the user**
- ▶ **Originally created by judges in the 1800s, and then recognized in the 1976 Copyright Act with its “four factors” for determining applicability**

Four Statutory Fair Use Factors

1. The purpose and character of the use
2. The nature of the copyrighted work
3. The amount and substantiality of the portion used
4. The effect of the use on the market or the potential market

Examples of Fair Use

- ▶ **Quotation of short passages in a scholarly or technical work for illustration or clarification of the author's observations**
- ▶ **Spontaneous and unanticipated reproduction of material for classroom use (example: article in this morning's paper is directly relevant to that day's class topic)**
- ▶ **A parody that includes short portions of a work**
- ▶ **A summary of an address or article, which may include quotations of short passages of the copyright-protected work**
- ▶ **Genuinely personal use in small amounts**

Fair Use in Corporate vs. Academic Environment

- ▶ **The same fair use factors apply in ALL contexts**
- ▶ **However, application of several of the factors will almost always produce a different result in different contexts, especially because fair use expressly favors non-profit educational uses in modest amounts**
- ▶ **Fair use is difficult for commercial (corporate) uses of copyrighted works:**
 - courts generally favor copyright owners
 - juggling of factors, not balancing
 - highly fact-sensitive, no bright-line test
- ▶ **Nevertheless, NOT all academic uses are necessarily fair uses and NOT all corporate uses are necessarily “unfair”**

What content users want

- ▶ Convenient access to information
- ▶ Ability to use and share information
- ▶ Not to be bound by formats and devices
- ▶ Reasonable, understandable pricing
- ▶ ~~Few~~ No hassles

What copyright holders want

- ▶ **To protect their intellectual property**
- ▶ **To keep some control over its distribution**
- ▶ **To be compensated for the use of their content**
- ▶ **To produce materials catering to customers' needs**
- ▶ **To understand how their content is being used**

Copyright isn't just about the law

▶ **Rather, it's about . . .**

- Social policy and the public interest
- Social norms and behaviors
- Technology and innovation
- Business models and economic incentives
- Political and economic interests

▶ **The law reflects a society's balancing of all of these factors**

Content comes in many new forms

Special Libraries Association - Wikipedia, the free encyclopedia - Mozilla Firefox

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Special Libraries Association

From Wikipedia, the free encyclopedia

Special Libraries Association (SLA) is a [professional association](#) for [librarian](#) and information professionals working in organizations, comparable to [law libraries](#), news libraries, corporate libraries, museum libraries, and [medical libraries](#). SLA was founded in 1908 as an international organization with over 11,000 members in over 80 countries.

Members of the SLA typically possess a master's degree in [library science](#), but not necessarily for the purpose of library management. Given that analyzing, managing, storing, and delivering information and knowledge, the average SLA member might be performing a range of services and not exclusive of, library science. Unlike academic librarians or municipal librarians most persons working in a special library (or documentation center) have a smaller budget, their target audience more restricted and their collection much more limited in scope.

The association is organized into subject-related divisions, geographic chapters, and special interest caucuses.

Association activities include conferences, professional education, networking and advocacy.

External links

- [Official website](#)

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 *This organization-related article is a stub. You can help Wikipedia by expanding it.*

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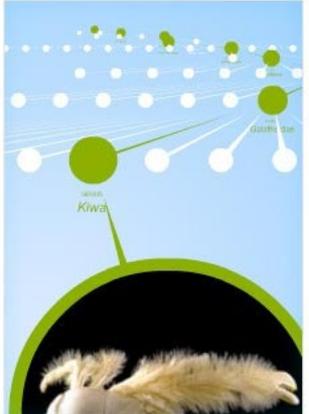
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NOVICE EXPERT

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The yeti crab (*Kiwa hirsuta*) represents a new member of a recently described family of crabs (*Kiwaidae*). It was discovered in an area of hydrothermal venting along the Pacific-Antarctic Ridge system 2000 km south of Easter Island (Chile). The yeti crab is distinct from other related crab families in overall carapace morphology, vestigial eyes, leg morphology, and extraordinary setose nature of the claws and walking legs. Examination of the setae (=hairs) by scanning electron microscopy (SEM) revealed several different types of bacteria which likely include sulphur-oxidizing strains that were characterized by the presence of sulfide-like granules. Submersible surveys of

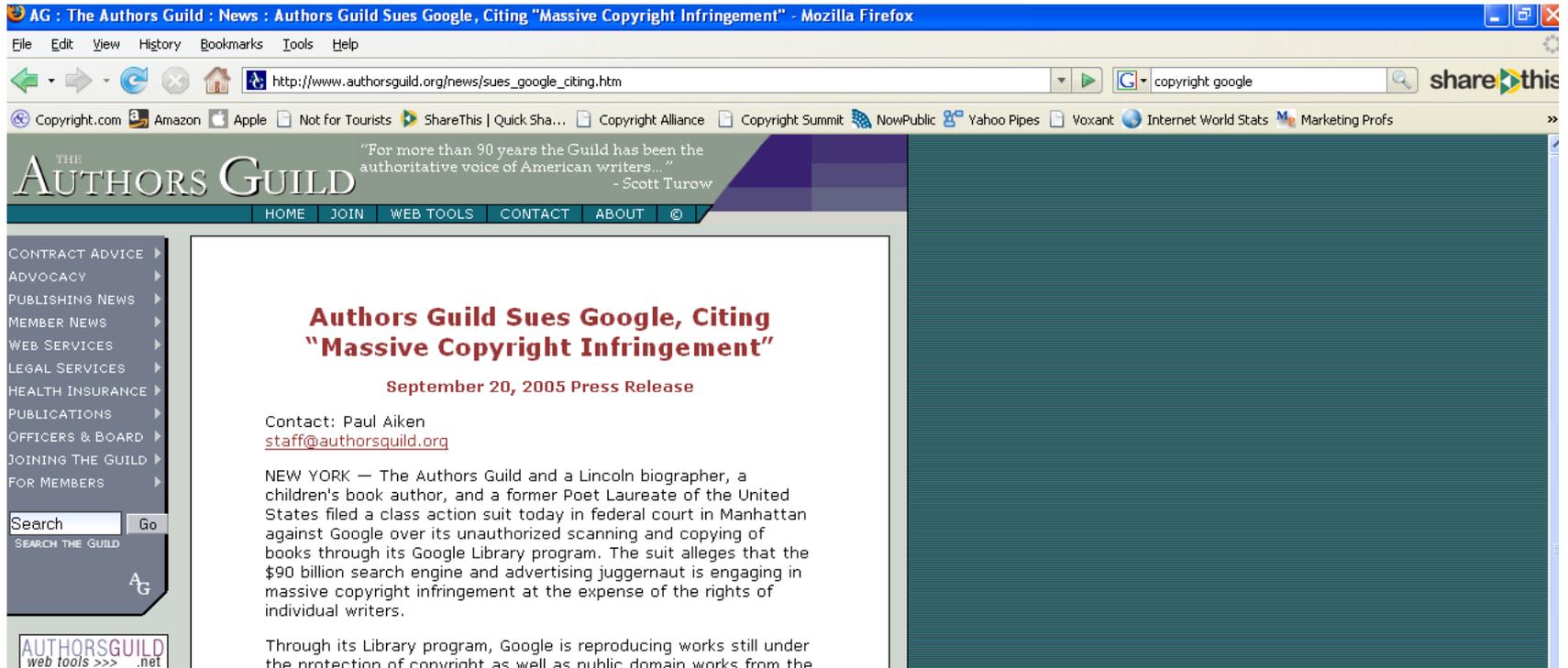
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- 5 *Kiwa hirsuta* (Images)

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Technology makes sharing easy



AG : The Authors Guild : News : Authors Guild Sues Google, Citing "Massive Copyright Infringement" - Mozilla Firefox

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THE AUTHORS GUILD "For more than 90 years the Guild has been the authoritative voice of American writers..." - Scott Turow

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Authors Guild Sues Google, Citing "Massive Copyright Infringement"

September 20, 2005 Press Release

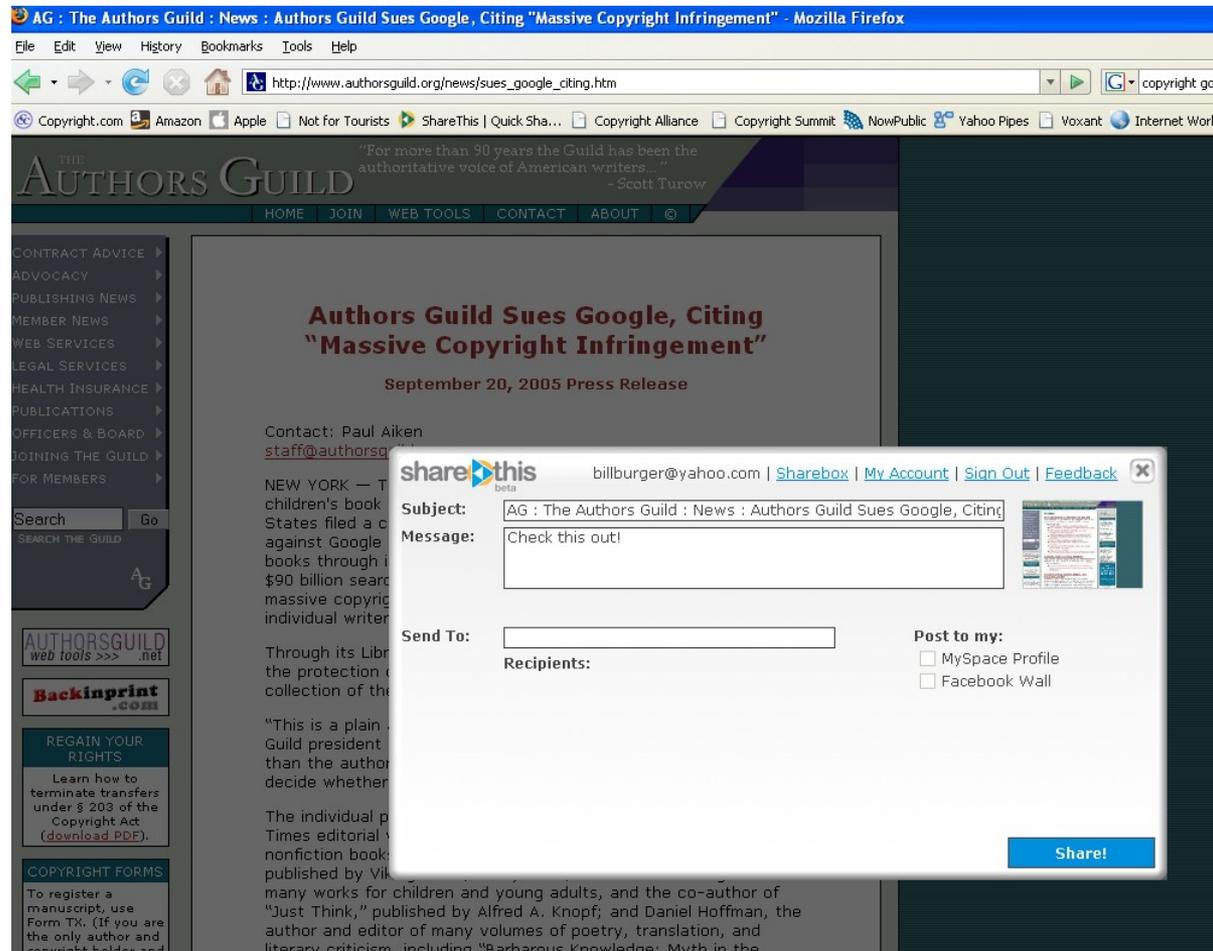
Contact: Paul Aiken
staff@authorsguild.org

NEW YORK — The Authors Guild and a Lincoln biographer, a children's book author, and a former Poet Laureate of the United States filed a class action suit today in federal court in Manhattan against Google over its unauthorized scanning and copying of books through its Google Library program. The suit alleges that the \$90 billion search engine and advertising juggernaut is engaging in massive copyright infringement at the expense of the rights of individual writers.

Through its Library program, Google is reproducing works still under the protection of copyright as well as public domain works from the

AUTHORS GUILD
 web tools >>> .net

Email, share, post . . .



The screenshot shows a Mozilla Firefox browser window displaying the Authors Guild website. The browser's address bar shows the URL: http://www.authorsguild.org/news/sues_google_citing.htm. The website header includes the Authors Guild logo and a quote: "For more than 90 years the Guild has been the authoritative voice of American writers." - Scott Turow. The main content area features a press release titled "Authors Guild Sues Google, Citing 'Massive Copyright Infringement'" dated September 20, 2005. A "sharethis" sharing overlay is visible in the foreground, showing the following details:

- Subject:** AG : The Authors Guild : News : Authors Guild Sues Google, Citing
- Message:** Check this out!
- Send To:** [Empty text input field]
- Recipients:** [Empty text input field]
- Post to my:**
 - MySpace Profile
 - Facebook Wall

The background text of the press release includes: "NEW YORK — The Authors Guild has filed a lawsuit against Google for copyright infringement of books through its \$90 billion search engine, claiming massive copyright infringement by individual writers." and "Through its Library of America, the Guild has protected the collection of the nation's literary heritage." The article also mentions that the individual plaintiff is the author of a New York Times editorial on nonfiction books published by Viking Press, and lists other works by the author, including "Just Think," published by Alfred A. Knopf, and Daniel Hoffman, the author and editor of many volumes of poetry, translation, and literary criticism, including "Barbarous Knowledge: Myth in the

Directly to my inbox, in seconds

✉ Bill has shared: AG : The Authors Guild : News : Authors Guild Sues Google, Citing "Massive Copyright Infringement" - Message (HTML)

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Reply Reply to All Forward [Icons]

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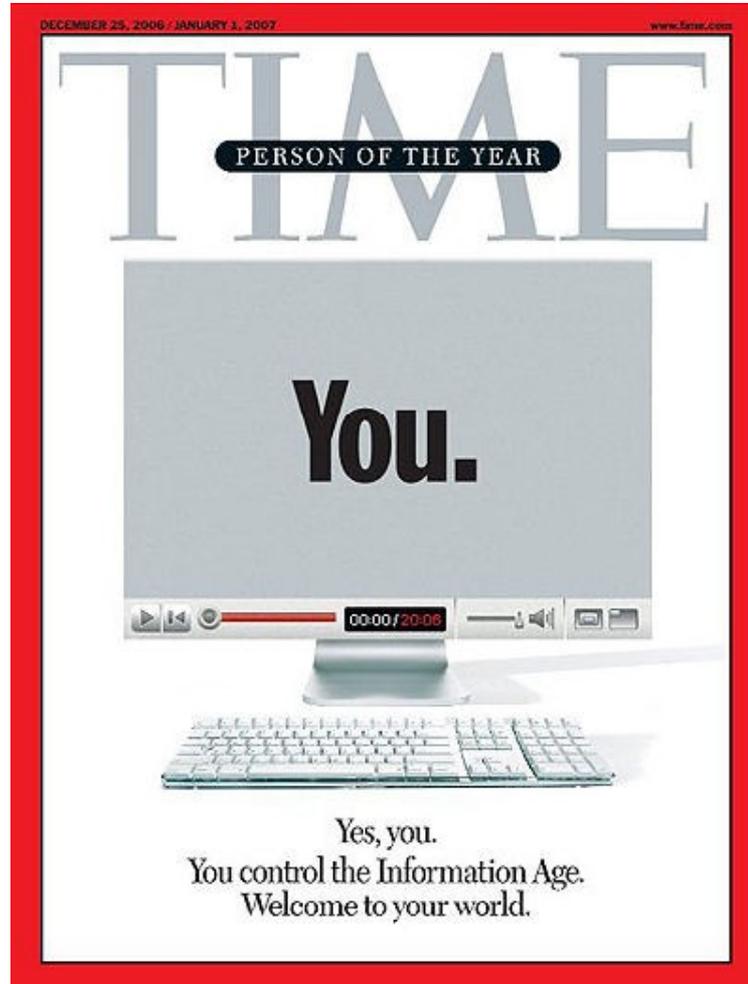
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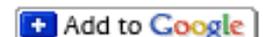
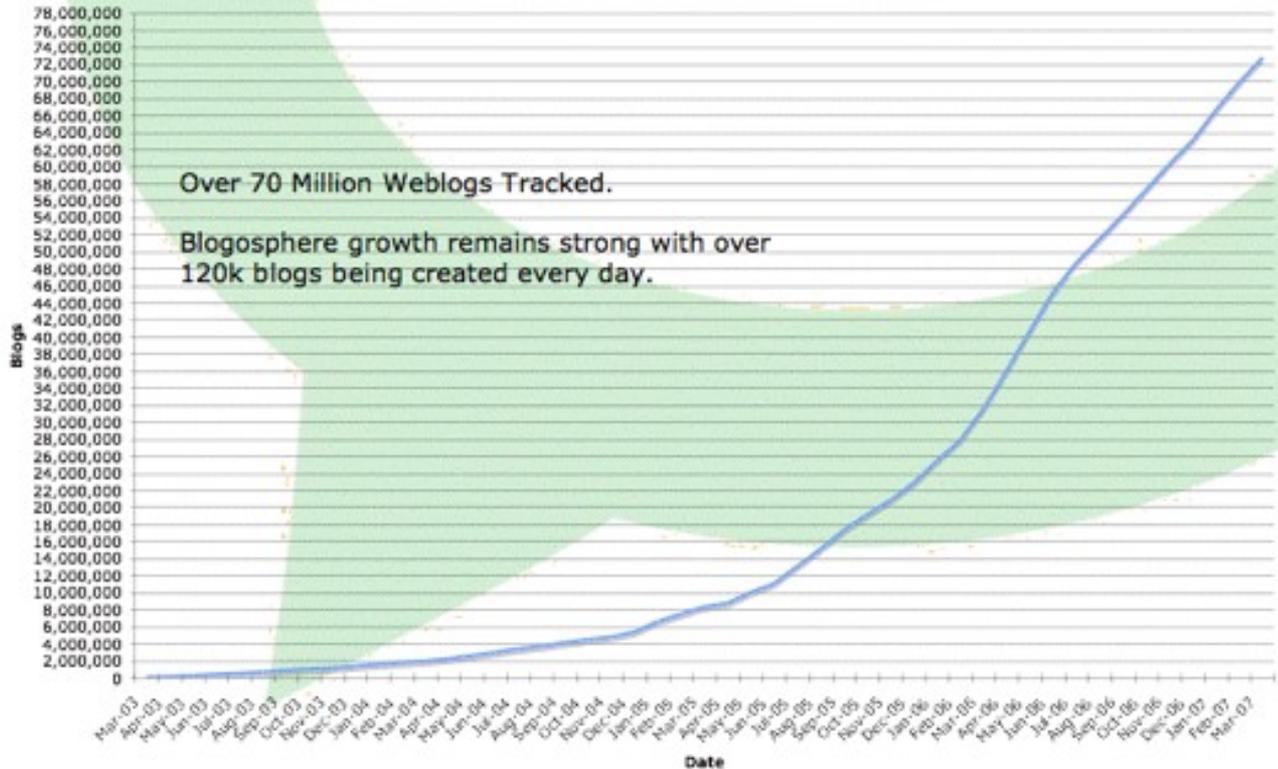
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The Age of Participation



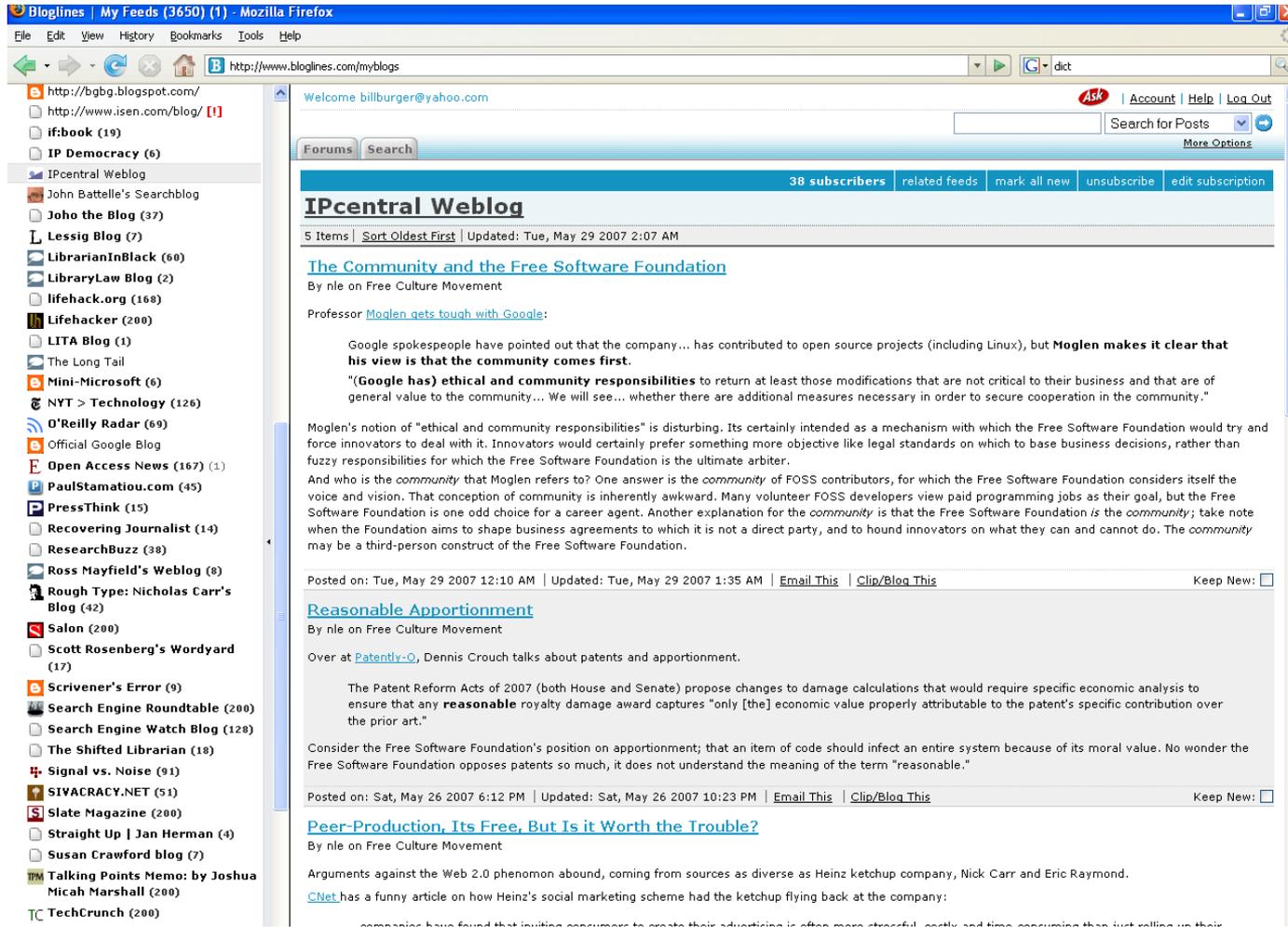
Weblogs Cumulative: March 2003 - March 2007



A (small) Web 2.0 sampling



What are the expectations of the new media creators?



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 IP Democracy (6)
 IPcentral Weblog
 John Battelle's Searchblog
 John the Blog (37)
 Lessig Blog (7)
 LibrarianInBlack (60)
 LibraryLaw Blog (2)
 lifehack.org (168)
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 The Long Tail
 Mini-Microsoft (6)
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 Ross Mayfield's Weblog (8)
 Rough Type: Nicholas Carr's Blog (42)
 Salon (200)
 Scott Rosenberg's Wordyard (17)
 Scrivener's Error (9)
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 Search Engine Watch Blog (128)
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 Signal vs. Noise (91)
 SIVACRACY.NET (51)
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 Susan Crawford blog (7)
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[The Community and the Free Software Foundation](#)

By nle on Free Culture Movement

Professor [Moglen gets tough with Google](#):

Google spokespeople have pointed out that the company... has contributed to open source projects (including Linux), but **Moglen makes it clear that his view is that the community comes first.**

"(Google has) ethical and community responsibilities to return at least those modifications that are not critical to their business and that are of general value to the community... We will see... whether there are additional measures necessary in order to secure cooperation in the community."

Moglen's notion of "ethical and community responsibilities" is disturbing. Its certainly intended as a mechanism with which the Free Software Foundation would try and force innovators to deal with it. Innovators would certainly prefer something more objective like legal standards on which to base business decisions, rather than fuzzy responsibilities for which the Free Software Foundation is the ultimate arbiter.

And who is the *community* that Moglen refers to? One answer is the *community* of FOSS contributors, for which the Free Software Foundation considers itself the voice and vision. That conception of community is inherently awkward. Many volunteer FOSS developers view paid programming jobs as their goal, but the Free Software Foundation is one odd choice for a career agent. Another explanation for the *community* is that the Free Software Foundation *is* the *community*; take note when the Foundation aims to shape business agreements to which it is not a direct party, and to hound innovators on what they can and cannot do. The *community* may be a third-person construct of the Free Software Foundation.

Posted on: Tue, May 29 2007 12:10 AM | Updated: Tue, May 29 2007 1:35 AM | [Email This](#) | [Clip/Blog This](#) | Keep New:

[Reasonable Apportionment](#)

By nle on Free Culture Movement

Over at [Patently-O](#), Dennis Crouch talks about patents and apportionment.

The Patent Reform Acts of 2007 (both House and Senate) propose changes to damage calculations that would require specific economic analysis to ensure that any **reasonable** royalty damage award captures "only [the] economic value properly attributable to the patent's specific contribution over the prior art."

Consider the Free Software Foundation's position on apportionment; that an item of code should infect an entire system because of its moral value. No wonder the Free Software Foundation opposes patents so much, it does not understand the meaning of the term "reasonable."

Posted on: Sat, May 26 2007 6:12 PM | Updated: Sat, May 26 2007 10:23 PM | [Email This](#) | [Clip/Blog This](#) | Keep New:

[Peer-Production, Its Free, But Is it Worth the Trouble?](#)

By nle on Free Culture Movement

Arguments against the Web 2.0 phenomenon abound, coming from sources as diverse as Heinz ketchup company, Nick Carr and Eric Raymond.

[CNET](#) has a funny article on how Heinz's social marketing scheme had the ketchup flying back at the company:

companies have found that inviting consumers to create their advertising is often more stressful, costly, and time-consuming than just calling up their

Why do people create?

**"No man but a blockhead
ever wrote, except for money."**

-- Samuel Johnson

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Not so in the 21st Century

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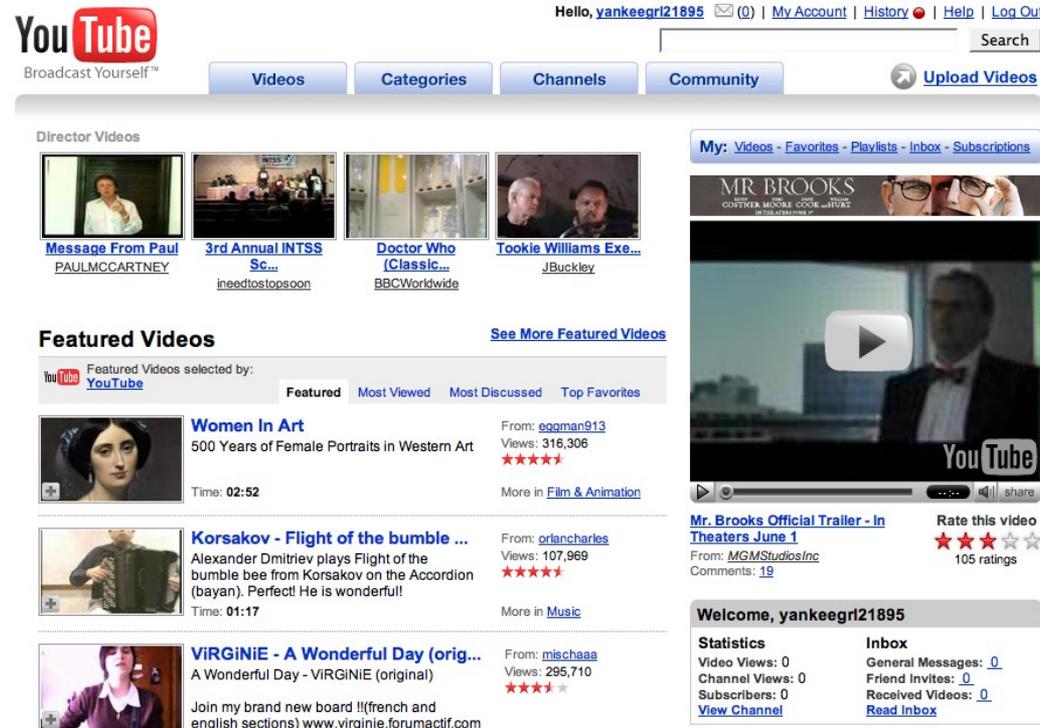
QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

A clash of cultures

Viacom Sues Google, YouTube for \$1 Billion Over Copyrighted Material on the Web

Wednesday, March 14, 2007

Unfortunately, many interesting new web applications infringe on the rights of some other stakeholder



The screenshot shows the YouTube homepage with the following elements:

- Header:** YouTube logo with the tagline "Broadcast Yourself™". Navigation tabs for Videos, Categories, Channels, and Community. A search bar and an "Upload Videos" button.
- Director Videos:** A row of four video thumbnails with titles: "Message From Paul PAULMCCARTNEY", "3rd Annual INTSS Sc...", "Doctor Who (Classic...", and "Tookie Williams Exe...".
- Featured Videos:** A section titled "Featured Videos" with sub-tabs for "Featured", "Most Viewed", "Most Discussed", and "Top Favorites". It lists three videos:
 - Women In Art:** 500 Years of Female Portraits in Western Art. From: [ggoman913](#). Views: 316,306. Rating: 5 stars. Time: 02:52. More in [Film & Animation](#).
 - Korsakov - Flight of the bumble ...:** Alexander Dmitriev plays Flight of the bumble bee from Korsakov on the Accordion (bayan). Perfect! He is wonderful! From: [orlancharles](#). Views: 107,969. Rating: 5 stars. Time: 01:17. More in [Music](#).
 - VIRGINIE - A Wonderful Day (orig...:** A Wonderful Day - VIRGINIE (original). From: [mischaaq](#). Views: 295,710. Rating: 4 stars. Join my brand new board!! (french and english sections) [www.virginie.forumactif.com](#)
- Video Player:** A large video player showing a trailer for "Mr. Brooks Official Trailer - In Theaters June 1". It includes a play button, progress bar, and volume controls. Below the player, it says "Rate this video" with 5 stars and "105 ratings".
- User Profile:** A "Welcome, yankeegr121895" message with a "Statistics" table:

Statistics	Inbox
Video Views: 0	General Messages: 0
Channel Views: 0	Friend Invites: 0
Subscribers: 0	Received Videos: 0
View Channel	Read Inbox

Wolfgang's Vault

ACCOUNT | CART | HELP

Login/Register
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PERFORMERS
VAULT RADIO
FORUMS
WOLFGANG'S VAULT

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AC/DC
Towson State College - 10/16/1979

Lynyrd Skynyrd
Cardiff Castle - 11/06/1975

Emin Bishop
Record Plant - 03/26/1975

Cold Blood
Record Plant - 07/02/1974

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Guitar Heroes
Came & Went
Innovators
Words & Music
On The Edge
Silver Eagle

SEARCH GO

BROWSE CONCERTS BY YEAR GO

AVAILABLE FOR DOWNLOAD

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Dave Edmunds Roseland Ballroom - 06/19/83	BUY
Emin Bishop Record Plant - 03/26/75	BUY
Fleetwood Mac Record Plant - 09/19/74	BUY

STAFF PICKS

Duran Duran Madison Square Gar... - 03/19/84
John Hiatt Tower Theater - 08/26/87
Merle Haggard & The Strangers Grand Ole Opry - 02/13/81
Michael Bloomfield Fillmore West - 02/01/69

MY FAVORITE CONCERTS

Select a show and then click on "Add this Concert to My Favorites" in the Favorites Menu.

[SEE MY FAVORITE CONCERTS](#)

MY PLAYLIST

Select tracks from any show in the Vault to create your very own personalized concert!

41

Should Bruce Springsteen care?

CONCERT VAULT
ACCOUNT | CART | HELP

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Bruce Springsteen



Winterland
San Francisco, CA
12/15/1978

Tracks: 30
Total Time: 2:45:04

Add	Track	Time
+	Badlands	5:06
+	Streets Of Fire	5:24
+	Spirit In The Night	8:01
+	Darkness On The Edge Of Town	5:25
+	Factory	3:37
+	The Promised Land	5:50
+	Prove It All Night	11:20



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APPAREL,
POSTER ART,
& MORE

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Rating: 4.70

Your rating

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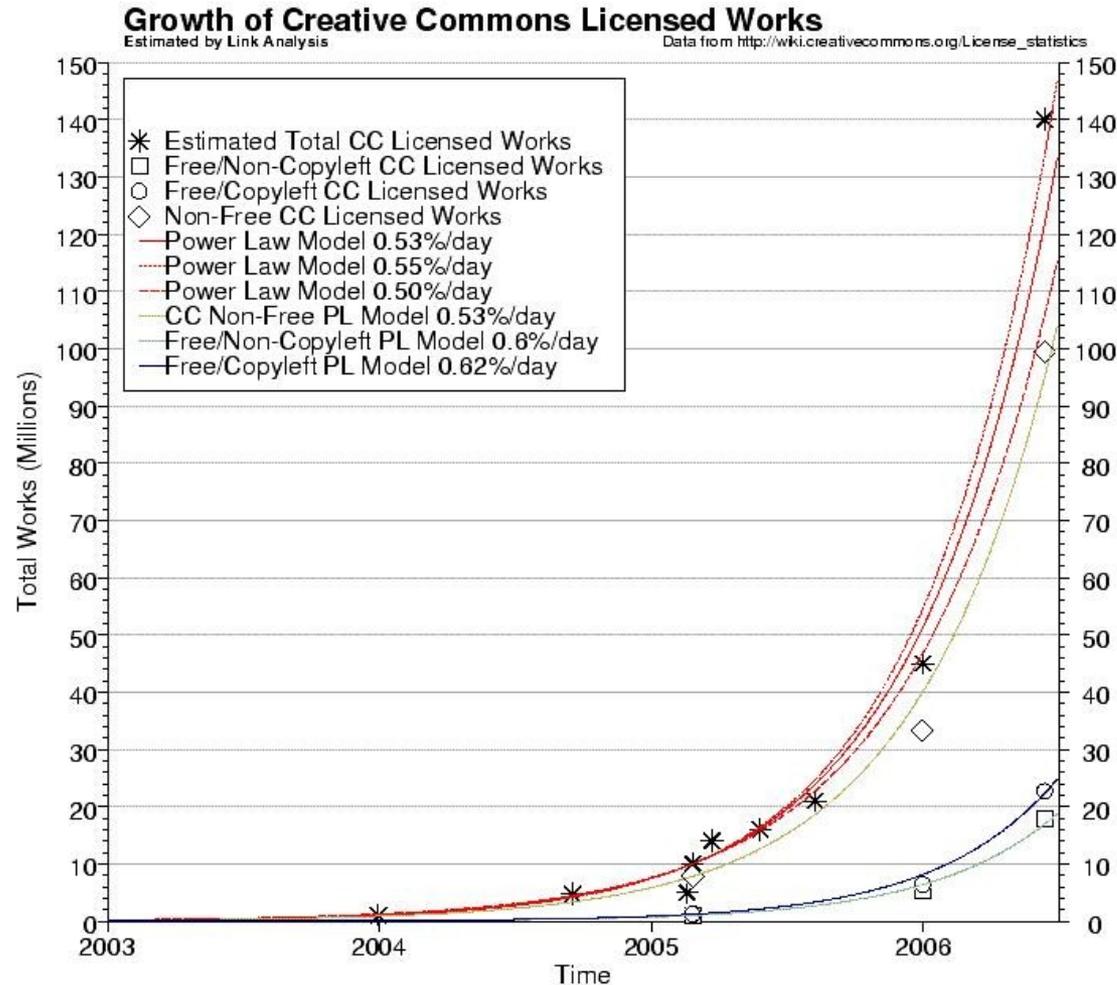
See My Favorites

Tell a Friend

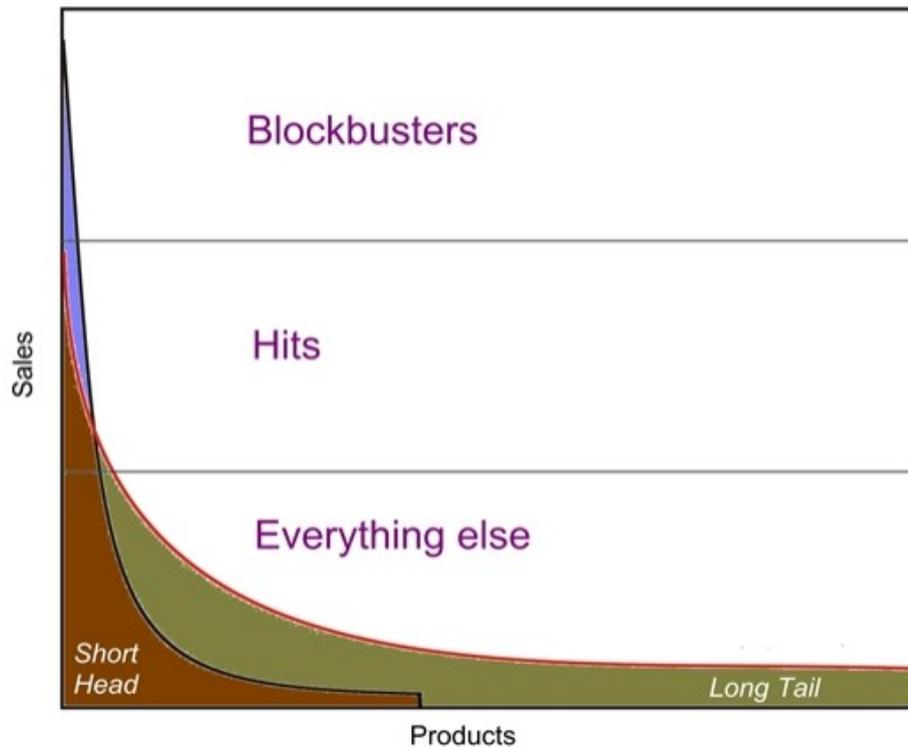
Concert Summary

Roy Bittan - piano
 Clarence Clemons - saxophone
 Danny Federici - organ
 Bruce Springsteen - vocals, guitar
 Garry Tallent - bass
 Steven Van Zandt - guitar
 Max Weinberg - drums

The rise of alternatives

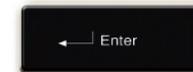


The Long Tail



How Endless Choice Is Creating Unlimited Demand

The Long Tail



Why the Future of Business
Is Selling Less of More

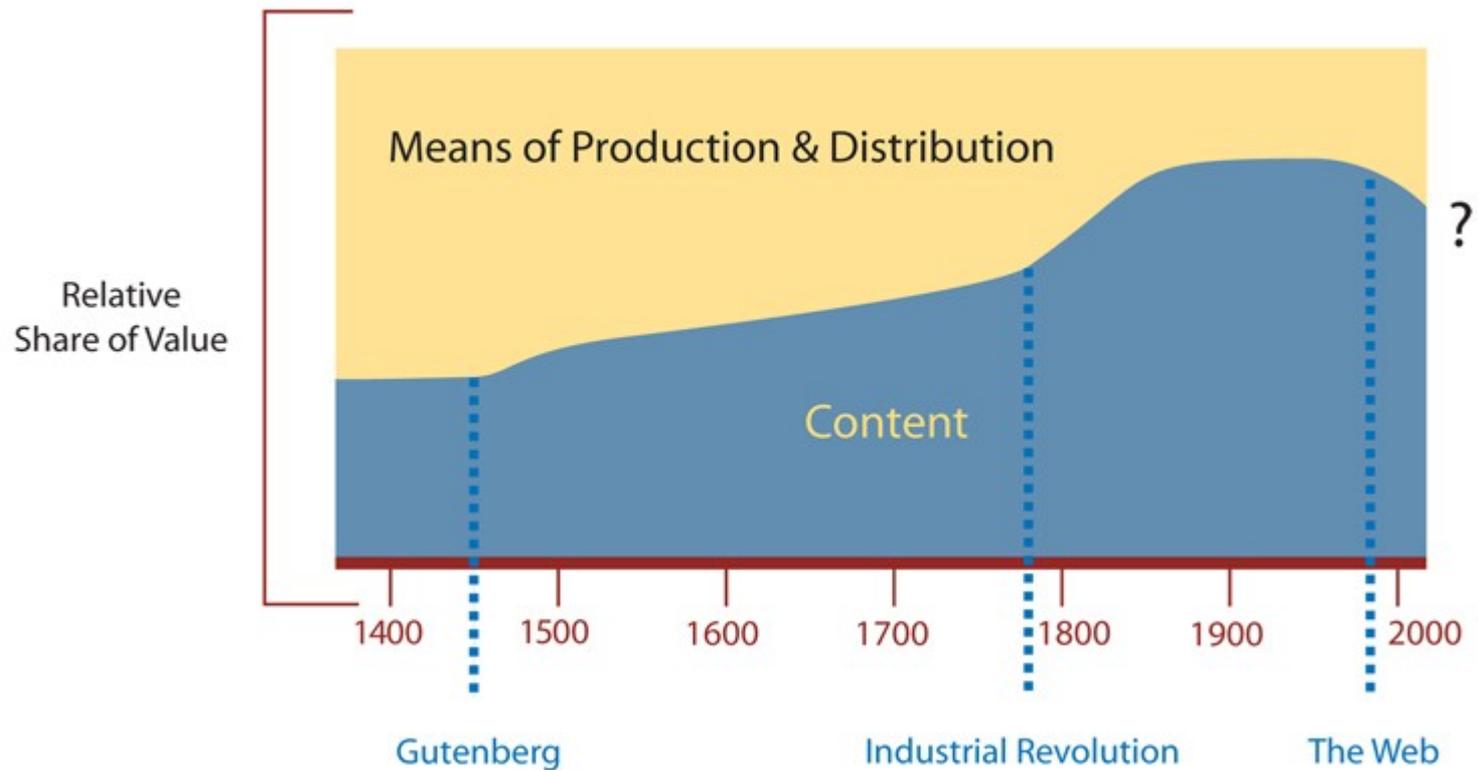
CHRIS ANDERSON

"Anderson's insights influence Google's strategic thinking in a profound way.

READ THIS BRILLIANT AND TIMELY BOOK."

—ERIC SCHMIDT, CEO, GOOGLE

Balance of power is shifting



Web 2.0 explained

▶ **Start video**

What lies ahead

- ▶ **Our environment will be increasingly information rich**
- ▶ **“Living” documents will replace static ones**
- ▶ **Participation and collaboration will be increasingly central to our content experience**
- ▶ **New tools and technologies will continue to disrupt the status quo with astonishing frequency**

Collaboration and copyright in the corporation

- ▶ **Corporate spending on content is significant**
 - U.S. professional publishing market is >\$16B per year
(Source: Simba Information)
- ▶ **Content consumption is high**
 - The average knowledge worker reads 25-50 pages per day for work purposes
(Source: CCC qualitative study)
- ▶ **Content sharing is critical to collaboration**
 - 89 percent of knowledge workers share documents with colleagues on a weekly basis
(Source: Outsell, Inc.)

The copyright challenge

- ▶ **Individuals are obtaining content on their own**
 - 79% of corporate employees seek information themselves
 - 90% of higher ed. academic libraries, 64% of classrooms and 50% of dormitories provide Internet access
- ▶ **Digital formats are now the norm**
 - 91% of corporate employees prefer to receive information in digital formats
 - 83% of academic research institutions use electronic reserves
- ▶ **Few employees think about copyright**
 - 40% “haven’t thought much about it”
 - 24% “believe someone handles it on their behalf”
- ▶ **Librarians say it is impossible to track information sharing**
 - “...it is a bit of a Wild West situation...”

Sources: CCC qualitative study, U.S. Dept of Education, Outsell, Forbes.com/Gartner Survey, Dun & Bradstreet

The copyright challenge

- ▶ **89% of information users regularly forward content to others**
- ▶ **Almost 70% of knowledge workers start their search on the open Web**
- ▶ **60% believe it's just fine to share free information from the open Web or from print sources**
- ▶ **30% think it's fine to share information they pay for**
- ▶ **45% purchase information independently and more than 50% say it's okay to share it, assuming the purchase provision allows for this**

CCC's approach: Rightsphere

- ▶ **A rights advisory and rights management tool that provides instant, unambiguous answers to the question:**
“What can I do with this content?”
- ▶ **Virtually eliminates the ‘speed bump’ of compliance, enabling freer flow of content and more active knowledge sharing**
- ▶ **Helps corporations leverage all their rights assets**
- ▶ **Provides a means to organize and manage rights from disparate sources**
- ▶ **Effectively raises © awareness among employees**

Checking rights is a “speed bump”

- ▶ **Most employees want to “do the right thing”**
- ▶ **Their current options?**
 - Contact an intermediary . . . and wait
 - Share without permission . . . and put their company at risk
 - Pay for duplicate originals
 - Don't share

Our customers asked for

- ▶ **A one-stop shop for permissions, payments and policies**
- ▶ **Integration into end users' workflow**
- ▶ **Reflect not just CCC-licenses, but all of our “direct deals” and “rights assets”**
- ▶ **Provide correct rights information to users regardless of:**
 - Their physical location, department or job function
 - The publication they want to use
 - How they want to use the content

Workflow typically starts with the content

news @ nature.com - Superlenses bring the nanoworld into focus - Light microscopes beat the tra - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address <http://www.nature.com/news/2007/070319/full/070319-13.html>

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NEWS

Published online: 22 March 2007; | doi:10.1038/news070319-13

Superlenses bring the nanoworld into focus

Light microscopes beat the traditional resolution limits.

Philip Ball

Microscopes have been fitted out with spectacles that give them better vision than ever before.

Two teams of researchers in the United States have made 'superlenses' that boost the acuity of optical microscopes beyond

RELATED STORIES

Materials science: Unexpected tricks of the light
21 March 2007

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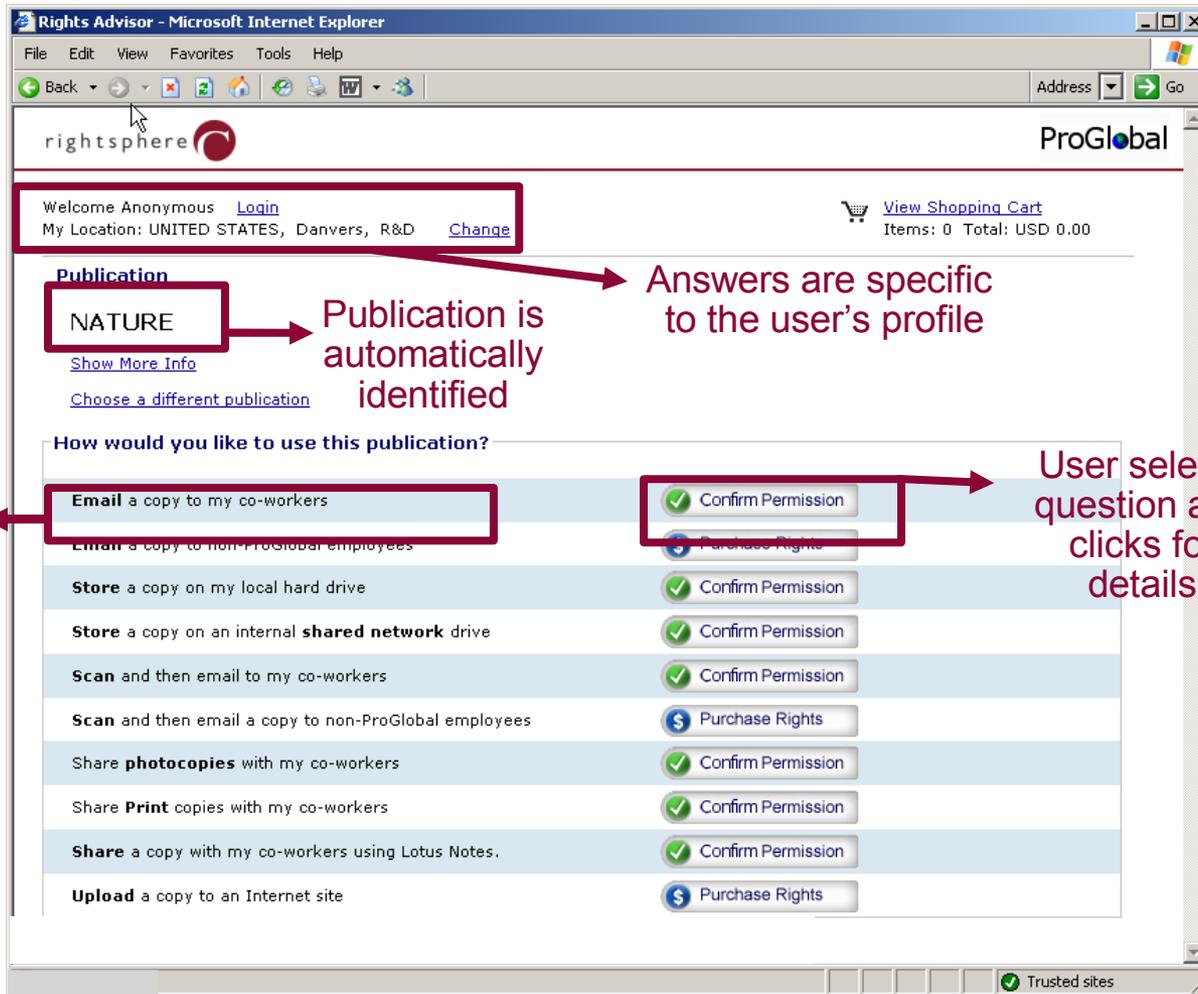
Metamaterial bends microwaves into beam
23 November 2002

RELATED LINKS



Icon is on user's Links toolbar

Next: find the correct right for the user, the publication and the desired use



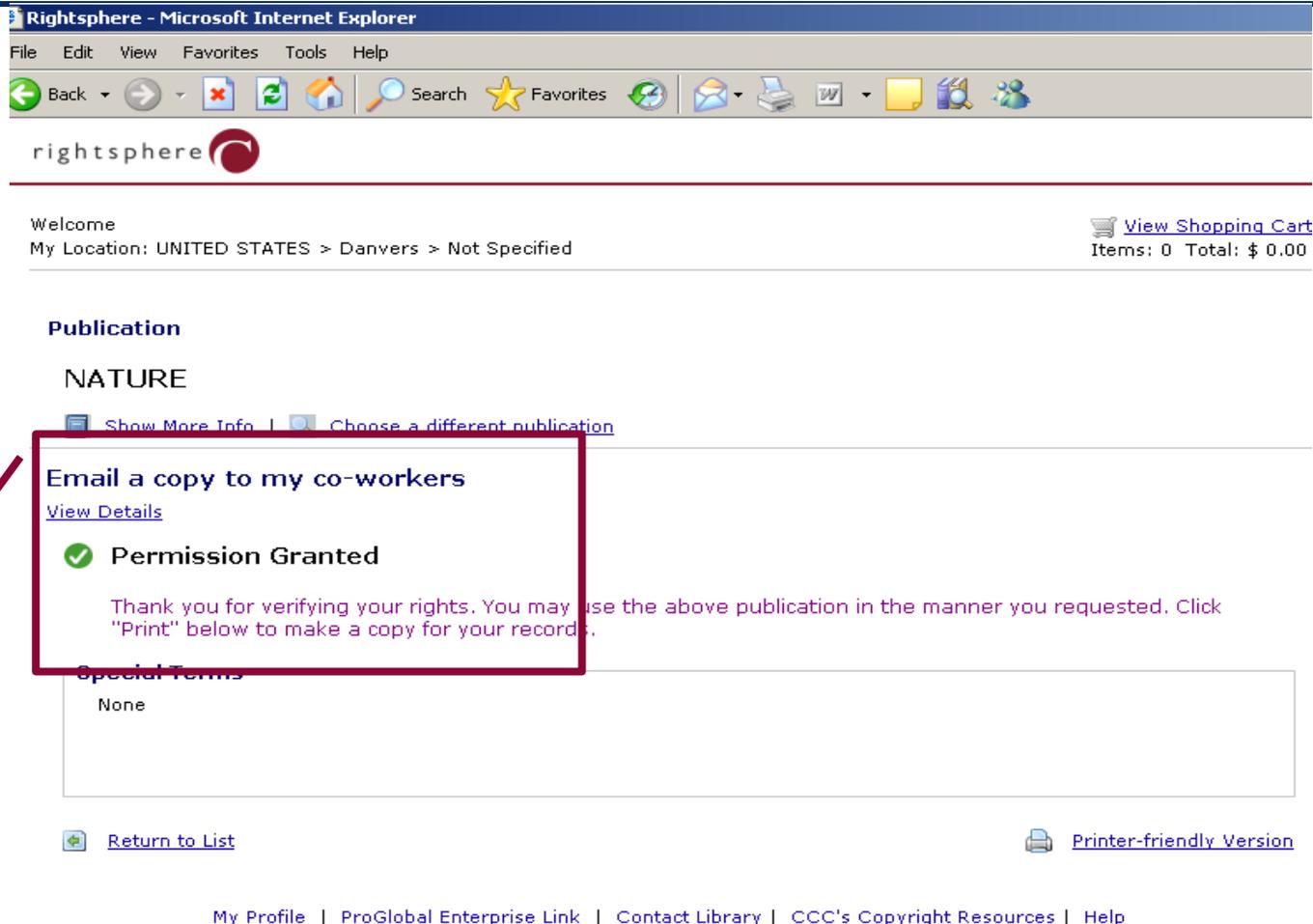
Answers are specific to the user's profile

Publication is automatically identified

User selects question and clicks for details

Types of use are customized

A second click and the answer arrives. Now share the content.



rightsphere

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NATURE

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NEWS & EVENTS

CCC Launches New Copyright.com

Elsevier Selects Rightslink

Rightsphere Wins Codie Award

Check out CCC's Spring Event Schedule—SLA, ALA & more

CCC is hiring

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COPYRIGHT CLEARANCE CENTER **Welcome** | [Log in](#) | [Cart \(0\)](#) | [Manage Account](#) | [Help](#)

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BMJ. BRITISH MEDICAL JOURNAL : INTERNATIONAL EDITION
 ISBN/ISSN: 09598146 **Edition:** INTERNATIONAL
Publication year(s): 1988 - present
Publisher: THE ASSOCIATION,
Rightsholder: BMJ Publishing Group Ltd.

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Rightslink: Permissions on the fly

A web-based licensing application.

Customers find content they are interested in licensing from the publisher and click a link to launch the Rightslink application.

The screenshot shows the WSJ.com website interface from May 29, 2003. The main article is titled "GADGETS Sony Plans to Wed Games, TV, DVDs in New Gadget" by Phred Dvorak. The article text describes the PSX gadget and mentions a "Sony shock" in the market. A red arrow points from the article's main text to a blue "ORDER REPRINTS" link with a circular icon containing the letters 'R'.

Select a type of use

Once the Rightslink application is opened, customers select the desired licensing option.

The licensing options and pricing are customized to each publisher's business rules.

The screenshot shows the WSJ.com website interface from May 29, 2003. The main article is titled "GADGETS: Sony Plans to Wed Games, TV, DVDs in New Gadget" by Phred Dvorak. The article discusses the PSX, a new videodisc recorder. Below the article, there is a section for "I would like to..." with a dropdown menu. The dropdown menu is highlighted with a red box and contains the following options: "Make your selection here", "Make your selection here", "Post a WebReprint on my web site", "Send in an e-mail", "Republish in a book", "Republish on a CD-ROM/DVD", "Republish in a journal/magazine", "Republish in a newsletter", "Republish in a newspaper", and "Request reprints". A red arrow points from the text "licensing options and pricing are customized to each publisher's business rules" to the dropdown menu.

Check the price and place the order

Customers may be asked to provide information such as the distribution quantity or circulation amount prior to getting a price quote.

After making their selections, customers select the "Place Order" button to continue.

WSJ.com THE WALL STREET JOURNAL ONLINE

Search [] Quotes & Research []
 Advanced Search [] Symbol(s) [] Name []

Other Journal Sites As of Thursday, May 29, 2003

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GADGETS
Sony Plans to Wed Games, TV, DVDs in New Gadget
 PSX Is Intended to Revitalize Struggling Electronics Business

By PHRED DVORAK
 Staff Reporter of THE WALL STREET JOURNAL

TOKYO -- Sony Corp. executives to address investors on Tuesday.

The new gadget, named the Cyber-shot, is a videodisc recorder -- all powered by a single battery. It was demonstrated by scrolling through the camera's menu.

The PSX is scheduled to go on sale in the U.S. by Sony executives on the next day. Investors were so disappointed by the news that "The Sony shock was a huge one," said one analyst. "I make sure that kind of surprise doesn't happen again."

ADRENALINE TSUNAMI.
 Sony's new Cyber-shot

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Title: Sony Plans to Wed Games, TV, DVDs in New Gadget
Author: Phred Dvorak
Publisher: Dow Jones & Company, Inc.
Date: May 29, 2003
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Accept the terms and conditions

Customers have the opportunity to review or modify their order prior to accepting it.

They must also agree to the publisher's terms and conditions before a license is granted.

The screenshot shows a webpage from The Wall Street Journal Online. The main content area displays an article titled "Sony Plans to Wed Games, TV, DVDs in New Gadget" by Phred Dvorak. A sidebar on the left contains navigation links. A red arrow points from the text on the left to the article title. Below the article, there is an advertisement for "ADRENALINE TSUNAMI" featuring a red car and a Sony Cyber-shot camera. A second red arrow points from the text on the left to the camera advertisement.

Overlaid on the right side of the page is a "RightsLink" order confirmation window. At the top, it says "Powered by RIGHTS LINK" and "COPYRIGHT CLEARANCE CENTER, INC.". It includes navigation buttons for "Home", "Account Info", and "Help". Below this, it shows the article details:

- Title:** Sony Plans to Wed Games, TV, DVDs in New Gadget
- Author:** Phred Dvorak
- Publisher:** Dow Jones & Company, Inc.
- Date:** May 29, 2003

 A "Logout" button is visible. Below the article details is an "Order Confirmation" section with the text: "Please review the license details and the associated [terms and conditions](#). If you accept these [terms and conditions](#), continue with your order by clicking the 'Accept' button below."

Below the confirmation text is a table titled "ORDER DETAILS | BILLING & CONTACT INFO":

Type of Use	Newsletter
Circulation	2500
Portion used	Entire article
Title of your work	my newsletter
Publisher	Copyright Clearance Center, Inc.
Publication date	06/18/2003
Total	\$360.00

Below the table is an "Edit Order Details" link and a scrollable area containing the "DOW JONES & COMPANY, INC. LICENSE TERMS AND CONDITIONS". A checkbox is checked, with the text: "I agree to these [terms and conditions](#)." Below this are three buttons: "BACK", "DECLINE", and "ACCEPT". The "ACCEPT" button is circled in red. At the bottom right of the window, it says "Please click accept only once."

Complete the order

Customers are presented with an 'Order Completed' page containing a printable license option for their permanent records.

They also receive an e-mail confirming their order.

The screenshot shows a news article from The Wall Street Journal titled "Sony Plans to Wed Games, TV, DVDs in New Gadget". The article is by Phred Dvorak and discusses Sony's new Cyber-shot camera. A red arrow points from the article text to the "Get the printable license" link on the "Order Completed" page.

Order Completed

Thank you very much for your order.

This is a License Agreement between CCC Test Account - Production Test Customer ("You") and Dow Jones & Company, Inc. ("Dow Jones & Company, Inc."). The license consists of your order details, the terms and conditions provided by Dow Jones & Company, Inc., and the [payment terms and conditions](#).

[Get the printable license.](#)

ORDER DETAILS BILLING & CONTACT INFO	
License Number	758430495377
Type of Use	Newsletter
Licensed content title	Sony Plans to Wed Games, TV, DVDs in New Gadget
Licensed content author	Phred Dvorak
Licensed content publisher	Dow Jones & Company, Inc.
License date	May 29, 2003
Circulation	2500
Portion used	Entire article
Title of your work	my newsletter
Publisher	Copyright Clearance Center, Inc.
Publication date	06/18/2003
Total	\$360.00

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- ▶ **Full text or granular excerpts**
- ▶ **Commercial reprints**
- ▶ **Author reprints**

Rightslink Benefits

▶ **Content Users:**

- Place orders anytime, 24x7
- Obtain instant price quotes and printable licenses online
- Track order status, order history and shipping of reprints
- Comply with copyright law quickly and easily

▶ **Copyright Holders:**

- Increase revenue from permissions and reprints
- Retain readers on your Web site while they place orders
- Improve operational efficiencies and optimize resources
- Track customer reuse of your content

Another approach: Rightsconnect

- ▶ **Enables third parties to integrate CCC's licensing services directly into their products**
- ▶ **Helps end-users use and share information lawfully**
- ▶ **Satisfies end-users' need for a streamlined copyright permissions process**
- ▶ **Enables vendors to add high-value features to their applications**

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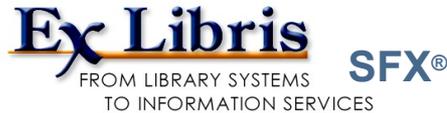
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Current Issues in Copyright

- ▶ **Orphan Works (proposed legislation)**
- ▶ **Open Access**
- ▶ **Section 108 Study Group**
- ▶ **Publishers and Authors vs. Google Book Search (2 pending cases)**
- ▶ **Viacom vs. YouTube**
- ▶ **How to address P2P services**