RightsLink, an automated tool for online licensing

Victoriano Colodrón
Executive Director, RightsDirect
Global Rights Broker

- Not-for-profit founded in 1978 / Manage 450 million rights
- Solutions include
  - Reuse licenses
  - Content Delivery
  - Rights Management
  - Copyright Education
- Fully voluntary, opt-in system for rightholders and users

RightsLink: A Point-of-Content Licensing Tool
Publishers Shift to Online Sales and Marketing

Facilitating:
• Discoverability and access
• A better user experience
• Increased demand for reuse

But Users Still Need to Work Hard to Clear Rights

• Online licensing opportunities are being lost
• Today’s permissions business is growing 5-7% annually
CCC’s RightsLink®

Point-Of-Content Licensing:
• Streamline the permissions process
• Easy for customers to get what they want
• Content-agnostic: text, image, video, audio

RightsLink facilitates:
• Permissions, Reprint & e-Print orders
• Single Article / Image Sales
• Print-On-Demand
• Publication Services

Some publishers using RightsLink
Rightsholder Places Link on Content

User Clicks Link and RightsLink Launches
Licensing Options Are Set By The Rightholder

Flexible

- make a selection
- reuse in a book
- reuse in a textbook/exam paper
- reuse in a newsletter
- reuse in a magazine
- reuse in a coursepack
- reuse in a thesis/dissertation
- reuse in a CD-ROM/DVD
- reuse in a presentation/slide kit
- reuse on a website
- reuse as a Cover Image
- reuse as a poster
- reuse on TV, in a Documentary, or Movie
- make photocopies
- honor restrictions

Customer Answers Questions Regarding Reuse

Control

- Requestor Type: International Company
- Requestor Type: Charts/Graphs
- Circulation: 20000
- Format: Print
- Will your usage exceed 20% of your full-work? Yes
- Select your currency: GBP
- Quick Price: Click Quick Price
Instant Price Estimates in Multiple Currencies

Price estimate based on order details

Quick Price: 1,380.00 USD / 895.62 GBP

Order Verified And Completed in Minutes

Instant Licensing

Order Completed
Thank you very much for your order.

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Copyright Clearance Center
Customer Never Leaves Publisher’s Site

War footing
Mandatory and fiscal stimulus make a potent, if uneven, combination

The Federal Reserve Bank of Kansas City’s annual conference in Jackson Hole, Wyoming, is the big event of the year for central bankers. But setting monetary policy is the harder than it used to be. In recent years central bankers have entered ever closer to the realm of fiscal policy, newly by having government debt with freshly printed money. They can justify such “quantitative easing” (QE) as monetary policy since they have already lowered short-term interest rates to, or close to, zero. But they also worry it is a slippery slope from QE to increasing government deficits and hence, inevitably, to inflation. When Ben Bernanke, then an official with the US Treasury, was asked why he attended the conference in 2003, he sheepishly “monetary policy—what’s the difference?”

For many bankers this is an unsettling thought. The recent bout of fiscal policy was nicely captured in a paper presented at the 2007 Jackson Hole conference by Peter Lown of Indiana University. The normal limits have become more independent. Pressures from necessity have been added to those of economic activity. In contrast, fiscal policy is simply pushed, with appropriate methods and nerves, if any, defined goals.

Many central banks would like to borrow fiscal tools. The “fiscal stimulus” can raise immediate employment demand for government goods and services. It is economic policy that allows public sector employment to increase in the private sector. More people take to the streets! After cutting the tax rate, the tax base will be too small to borrow and cut spending enough to keep it under control. But, he argues, if the

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We considered that the likelihood of recovery of the etiologic agent from this tiny fragment by simply plating onto agar would be low. Therefore, we employed a more unconventional approach, incubating the specimen in liquid medium in the automated Bacter system.

Three surgical specimens were submitted to the Microbiology Service. The plant spine was inoculated into a 125 mL Becton-Dickinson Spira, and the bottle was incubated at 35°C. After 3 days, the Becton bottle was subcultured on a Petri dish and the subculture was subcultured on an Eiken Escherichia coli (EAS) and potato dextrose agar (PDA). Soft tissue biopsy material and abscess fluid from the finger were also submitted for bacterial, mycobacterial, and fungal cultures, with subsequent subculture of the fungal culture on SAB and PDA.

The abscess material was examined microscopically using the Fungo-Fluor fluorescent fungal stain (Polysciences, Inc., Warrington, PA). Susceptibility testing was performed at the Pathology and Laboratory Medicine Service, Audie L. Murphy Memorial Veterans Hospital, San Antonio, TX, using Clinical Laboratory Standards Institute (CLSI) methodology.

Fungus DNA was extracted from mycelium grown for 8 days on PDA by using the UltraClean microbial DNA isolation kit (MO Bio Laboratories, Solana Beach, CA) with manufacturer modifications of the original protocol to optimize it for fungi. 

Nucleic acid identity of the isolate was performed using the Internal transcribed spacer (ITS) region (ITSI-ITSII region) and (28S and 18S) ribosomal ribonucleic acid sequence translation elongation factor 1α gene and ribosomal ribonucleic acid sequence translation elongation factor 1α gene. 

PCR amplification of these targets was accomplished using previously described reagents and cycling conditions with the primer pairs 1S: 5'GATACTGATAGTCTACTGCT-3' and 1222: 5'TAGCTTCTGAGTTTGGTTGTA-3' and 5'AGATCAGTCTTGTAGTCA-3' and 1222: 5'TAGCTTCTGAGTTTGGTTGTA-3'.
Customer Has Access to Order Status and History

One RightsLink account works across multiple rightholder sites

Rightholder Has Access to All Orders
Serves all sizes, all markets, all types of content

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<th>Publishers of all sizes</th>
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RightsLink Beyond the Publisher’s Website

On publisher’s iPad/iPhone apps

At copyright.com
Contact: Victoriano Colodrón
+34 609 248 456
vcolodron@rightsdirect.com
www.rightsdirect.com / www.copyright.com