Achieving Compliance & Cost Control in Delivering and Reusing Content

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Copyright Clearance Center
About Copyright Clearance Center

Rightsholders

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

600+ million rights from:
- Publishers
- Authors
- Agents
- Creators

Content Users

- 35,000 companies
- Workers worldwide
- 1,200 colleges and universities
- Publishers and Authors

RightsDirect

A Copyright Clearance Center Subsidiary
• Compliance

• Content Access and Reuse
adequate systems and pro
laws, regulations and gui
and standards, s
safety and securi
Compliance practice
Respecting the Intellectual Property of others.
1. It’s confusing

- The Law
- Non standard agreements
- Lack of understanding
- New employees
2. Sharing is widespread
By type of use...
... and sheer numbers
## Velocity of Content, by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Chemical / Manufacturing</th>
<th>Computers</th>
<th>Consulting</th>
<th>Energy</th>
<th>Engineering / Construction</th>
<th>Finance / Insurance</th>
<th>Food</th>
<th>Hospitality</th>
<th>Hospital / Health</th>
<th>Legal</th>
<th>Life Science</th>
<th>Other Manufacturing</th>
<th>Telecom / Media</th>
<th>Wholesale</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency share per week (mean)</strong></td>
<td>8.7</td>
<td>4.8</td>
<td>4.3</td>
<td>10.9</td>
<td>4.0</td>
<td>6.8</td>
<td>5.8</td>
<td>6.5</td>
<td>8.6</td>
<td>11.5</td>
<td>6.8</td>
<td>7.5</td>
<td>9.1</td>
<td>10.2</td>
</tr>
<tr>
<td><strong>Number of people share with per week (mean)</strong></td>
<td>8.3</td>
<td>10.0</td>
<td>5.3</td>
<td>9.4</td>
<td>6.6</td>
<td>10.5</td>
<td>7.0</td>
<td>15.3</td>
<td>12.8</td>
<td>13.5</td>
<td>7.7</td>
<td>15.6</td>
<td>22.5</td>
<td>13.0</td>
</tr>
<tr>
<td><strong>% of externally sourced information shared</strong></td>
<td>44.5%</td>
<td>34.7%</td>
<td>40.5%</td>
<td>40.0%</td>
<td>38.2%</td>
<td>45.2%</td>
<td>38.9%</td>
<td>40.8%</td>
<td>47.3%</td>
<td>45.4%</td>
<td>42.5%</td>
<td>39.6%</td>
<td>35.0%</td>
<td>41.4%</td>
</tr>
<tr>
<td><strong>Number of sharing instances per employee per week</strong></td>
<td>32.0</td>
<td>16.8</td>
<td>9.3</td>
<td>41.1</td>
<td>10.0</td>
<td>32.4</td>
<td>15.9</td>
<td>40.9</td>
<td>52.2</td>
<td>70.5</td>
<td>22.1</td>
<td>46.4</td>
<td>72.0</td>
<td>54.8</td>
</tr>
</tbody>
</table>
## Velocity of Content, by Language

<table>
<thead>
<tr>
<th></th>
<th>English</th>
<th>German</th>
<th>French</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency share per week (mean)</td>
<td>11.5</td>
<td>12.1</td>
<td>14</td>
<td>12.5</td>
</tr>
<tr>
<td>Number of people shared with</td>
<td>18.2</td>
<td>15.5</td>
<td>19.2</td>
<td>17.6</td>
</tr>
<tr>
<td>% of externally sourced information shared</td>
<td>32.2%</td>
<td>38%</td>
<td>39.5%</td>
<td>36.6%</td>
</tr>
<tr>
<td>Numbers sharing instances per employee</td>
<td>67.4</td>
<td>71.3</td>
<td>106.2</td>
<td>80.5</td>
</tr>
</tbody>
</table>
Sharing Content Weekly…Even Daily

- Immediate Team: 81%
- Cross-Functional Teams: 57%
- Executives: 52%
- Business Partners: 29%
- Clients: 28%
- International Colleagues: 22%
Who is Sharing Content?

Research & Development

Corporate Communications

Human Resources

Sales & Marketing

Management
3. International Component

No one international copyright law
Laws vary by country
Typically no cross border sharing
Different CMO licenses
CMO Licenses

- **Statutory**
  - Set by law
  - Involuntary for both
  - Blanket or machine levy
  - Northern Europe

- **Blanket Mandates**
  - Binds the rights owner
  - Voluntary for the user
  - United Kingdom Canada

- **Voluntary**
  - Voluntary for both
  - Repertory
  - Transactional
  - United States Israel
“...I can tell you that every week businesses are paying settlements from high 6 to 7 figures.”

Thomas Kirby
Managing Copyright Liability in the Computer Age
Inside Counsel
CHALLENGES AHEAD
1. Budget & Staffing Concerns
2. Leveraging “usage metrics”
3. The fragmentation problem
4. Leveraging reuse rights
<table>
<thead>
<tr>
<th>No. of Copies Sourced from:</th>
<th>Calendar Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
</tr>
<tr>
<td>Digital Library</td>
<td>5,473</td>
</tr>
<tr>
<td>Document Delivery</td>
<td>18,827</td>
</tr>
<tr>
<td>Total Copies</td>
<td>24,300</td>
</tr>
<tr>
<td>Digital Library as % of Total</td>
<td>23%</td>
</tr>
</tbody>
</table>
5. Finding more efficient ways to access content

Researchers spend more time weekly finding information than analyzing it.
Recommendations
Simplify Compliance

• Employees check rights
• Copyright education
• Collaboration agreements with partners
• Demonstrate the ROI of a collective license
Accelerate Research
Maximize subscriptions
Use data to inform spending
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