

Academic Reuse Rights & Content Solution Overview

Fall 2017 / Spring 2018



Making Copyright Work for Everyone

Rightsholders



950+ million rights from:

- Publishers
- Authors
- Agents
- Creators



Copyright
Clearance
Center



Licensing Solutions
Rights Management
Copyright Education
Not-For-Profit
Established in 1978



Content Users



35,000 companies
Workers in 180 countries
1,200 colleges and
universities
Assessment Developers

Solutions for Academic Institutions

- **Annual Copyright License**
 - Reuse rights to share content across the institution
- **Pay Per Use**
 - Obtain instant permissions for content not covered by ACL
- **Get It Now**
 - Article on-demand content solution
- **OnCopyright Education**
 - Online or on-site custom session



Widespread Content Sharing on Campus



The image is a composite of two photographs of a stone building. The top photograph shows a close-up of the upper part of the building, featuring a multi-paned window and a doorway partially covered by green ivy and white flowers. The bottom photograph shows a wider view of the building's entrance, which has a dark blue door set within a stone archway. To the left of the door are three large, multi-paned windows. To the right, there are more windows and a tree with green leaves. Three bicycles are parked on the sidewalk to the right of the door. A small black sign with the number '4' is mounted on the wall next to the door. The building is constructed from light-colored stone with darker stone accents.

A solution created by and for Academia

Annual Academic Copyright License (AACL)

- One license
- Institution-wide coverage
- Millions of text based information sources



What the License **DOES** Cover

Content Uses	Allowed
Comprehensive, institution-wide license allows librarians, researchers, faculty, administrators, and staff to use and share text-based copyrighted content, reducing need for pay-per-use permissions	✓
Coursepacks (print and electronic)	✓
Classroom handouts	✓
Traditional and electronic reserves	✓
Electronic course content (course management systems, intranet postings, internal email, distance learning)	✓
Research collaboration (faculty-to-faculty sharing, researcher-to-researcher sharing)	✓
Scan paper copies of works when an electronic version is not available.	✓
Extends to students studying abroad, satellite campuses and distance education programs, including MOOCs	✓
Upon renewal, includes waiver of unasserted prior claims of infringement by registered rightsholders for uses and works falling within the scope of the license	✓

All allowed uses are subject to the general restriction under Clause A.3 of the Annual Copyright License, which states that the authorization provided by Sections A.1 and A.2... does not include any right to create a library or collection intended to substantially replace User's need for a particular Work.

What the License **DOES NOT** Cover

CONTENT USES NOT COVERED

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The reproduction of the entire work is prohibited unless specifically noted by the rightsholder

The license does not include any right to create a library, collection or repository to substantially replace the institution's need for a particular work or subscription

Coverage Can Vary in Your Coverage

	AACL	Publisher 1	Publisher 2	Publisher 3	Publisher 4
Course Material	Print Coursepack	COVERED			
	E-Coursepack				
	CMS (e.g. Blackboard) Intranet				
	D				
Library Reserves	C	The Annual Academic Copyright License includes millions of titles with a consistent set of rights and terms.			
	T				
	E				
Campus Communication	Internal Email	COVERED			
	Intranet Posting				
	Research Collaboration (Faculty to Faculty sharing)				
	Presentations				
	Limited Institutional Repository				

The License Complements Your Subscriptions

- Separate, distinct agreement with rights to share content from titles in our repertory
- A consistent set of rights from thousands of publishers
- Rights sometimes unavailable from publisher agreements, aggregators
- Provides rights, not content



Rounding Out Coverage



Sample List of Participating Publishers

Central European University Press

Columbia University Press

Cornell University Press

MIT Press

Oxford University Press

Princeton University Press

Rutgers University Press

Sloan Management Review

University of Chicago Press

University of Texas Press

Academy of Management

American Chemical Society

American Medical Association

American Psychological Association

Blackwell Publishing

Michigan Law Review

University
Presses

Book &
Journal
Pubs

Societies &
Associations

Newspaper
Pubs

Atlantic Publishing Group, Inc .

Elsevier

Houghton Mifflin Trade

Lippincott, Williams & Wilkins

Nature Publishing

Perseus Books

Sage Publications

Taylor & Francis Journals

Westminster/John Knox Press

John Wiley, Inc.

Boston Globe

Dow Jones & Company

Financial Times

New York Times

LA Times

USA Today

Pay-Per-Use Model Steps

- 1) Access copyright.com , log-in to account **30 seconds**
- 2) Search and identify publication **15 seconds**
- 3) Obtain a price quote – a.k.a. “Quick Price” **30 seconds**
- 4) Purchase permission (fill in data fields based on type of use and institution information) **1 minute**
- 5) Post/distribute/photocopy content for the specific academic term **3 minutes**
- 6) 60 days after start of term, account for student adds/drops in the course (electronic uses) or number of copies not used (photocopies) **30 seconds**
- 7) End of semester reconcile invoice and forward to accounts payable **1 minute**
- 8) Remove “posted” content/stop using photocopies **1 minute**

Time spent to use work for one academic term: at least 7 minutes, 45 seconds

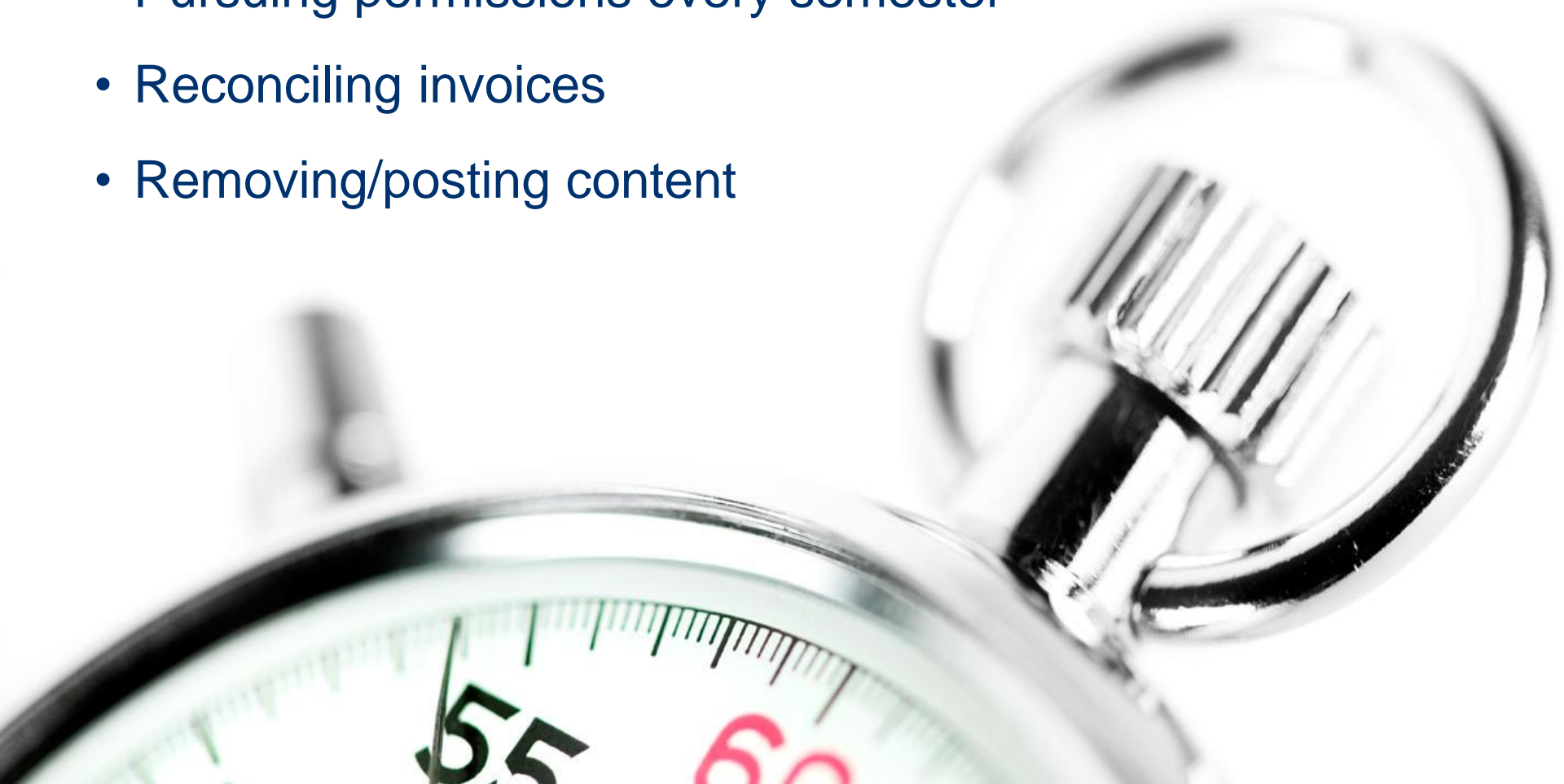
Repeat above process for subsequent use of content within the academic year

Total time spent to use work for 2 academic terms: at least 15 minutes, 30 seconds

Return On Investment

Save valuable time traditionally spent:

- Pursuing permissions every semester
- Reconciling invoices
- Removing/posting content



Check and Go – Search Page



Copyright Clearance Center's Search for Permissions: www.copyright.com

Check and Go: Confirm Rights Quickly

Results Items 1-25 of top 1000 best matches for **Nature** (18410 total results found)

Frequently requested publications that match your search terms:

1. Nature
ISSN: 1476-4687
Publication year(s): 1995 - present
Publication type: e-Journal
Publisher: Nature Publishing Group

URL: <http://www.nature.com/nature/>

[Pay-Per-Use Options](#)

Language: English
Country of publication: United States of America

Annual License Holders:


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- ✓ Business License - Digital
- ✓ Digital Responsive Rights
- ✓ Academic License - Digital/Print

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Feel free to use these sample communications and materials to roll out your Annual Copyright License to your institution.




Education

Peruse our educational offerings that will help you learn a little more about copyright issues in academia.




Support


How can we help you? Contact us with any questions you may have.



Participating Publishers

View a full list of participating publishers here.





Annual Copyright License Resource Center: www.copyright.com/arc

The AACL - In Summary

- Provides campus-wide coverage for majority of content reuse needs
- Offers administrative cost savings and convenience
- Represents a repertory of millions of titles; continuously expanding
- Provides a powerful risk management tool for licensed institutions



OnCopyright Education

- [Campus Guide to Copyright](#)
- [Copyright on Campus Video Tutorial](#)
- [Q&A On Copyright for the Campus Community](#)

