Managing rights information: Opportunities and challenges

Michael Healy
Executive Director, Author & Publisher Relations

Book Industry Communication: LBF Supply Chain Seminar
April 17, 2013
Publishing is a rights business

• “If we’re not in the rights business, what business do we think we’re in?”
• Traditional sale of books/journals has obscured this
• Today’s “sales” are a license to access or re-use
• Every network transaction is a rights transaction
What we talk about when we talk about rights data

- Primary contracts
- Mandates
- Delegations of rights
- Rights
- Permissions
- Licenses
Signs of change?

- EC support for Linked Content Coalition
- The Copyright Hub
- Outsourced services for rights clearance
- Growing publisher recognition
Linked Content Coalition

• Deploying technology to enable efficient licensing solutions
• Developing a standards-based data infrastructure for the automated communication of rights
• Cross-media focus
• http://www.linkedcontentcoalition.org/
But obstacles remain …

- Conservative attitudes?
- Economic conditions discourage investment
- Silo thinking
- Few standards or best practices
- Lack of leadership?
What needs to be achieved?

• An appeal to self-interest
• Articulate tangible business benefits
• Arguing for *comprehensive* rights management
• Design principles for rights management systems
• Support from trade associations and standards bodies
• Communication standards
Thank You

Michael Healy

mhealy@copyright.com
+1-978-646-2464