Managing rights information:
Opportunities and challenges

Michael Healy
Executive Director, Author & Publisher Relations

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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

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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

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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/

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But obstacles remain …

- Conservative attitudes?
- Economic conditions discourage investment
- Silo thinking
- Few standards or best practices
- Lack of leadership?

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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

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Thank You

Michael Healy

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