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Copyright Clearance Center

4 Easy Steps
To Better Manage Permissions Requests

With technology driving so much change in recent years for publishers and content consumers alike, it's important to periodically reevaluate your permissions strategy to be sure you are staying current. With that, here are 4 steps you can take to better manage permissions requests.

1 Offer Instant Permissions through Automated Transactional Services

Automated transactional services make it easy for your customers to reuse your content based on your business rules. If it takes weeks to respond to permission requests, you risk losing both revenue and repeat licensees.

2 Enroll Your Titles in Annual Copyright Licenses

Enrolling your titles in an Annual Copyright License will allow business employees as well as librarians, faculty and staff at academic institutions to reuse and distribute content from an extensive repertory of rights. Annual licenses eliminate the manual nature of one-off requests and help you extend your reach to organizations worldwide, encouraging reuse of your content and providing you with proper compensation.

3 Provide 24-Hour Customer Support

Publishers outsource many services across the content lifecycle to reduce overhead. When you outsource permissions management, your customers can enjoy instant, web-based permissions tools that are available wherever your content resides — whether it be on your web site, in a mobile app, on a third-party platform or in an aggregated portal.

4 Analyze Reports on Content Usage to Make Better Business Decisions

Now that your staff's time has been freed up through automating permissions requests, you can focus more time on growing your business. We recommend analyzing permissions data to identify subscription upsell opportunities, to inform pricing decisions and to determine which titles are gaining the greatest traction in each channel.

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About CCC
A pioneer in voluntary collective licensing, CCC (Copyright Clearance Center) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.

Learn more
Explore the ways in which RightsLink Author can transform your business.

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