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Copyright and Content Provides Focus for Publishers at This Year's Frankfurt Book Fair

Copyright Clearance Center is a Premium Partner of the Frankfurt Book Fair

Frankfurt, 28 September 2016 – [The Frankfurt Book Fair](#) (October 19 – 23) has partnered with [Copyright Clearance Center, Inc.](#) (CCC), to highlight issues throughout the world relating to copyright and content – legislation, market shifts, and licensing – all issues of importance to publishers. CCC creates global licensing and content solutions that make copyright work.

“Understanding changing trends in copyright is as important as understanding any of the other market conditions facing your business, and the Frankfurt Book Fair is the best venue to stay well informed about these trends,” said Michael Healy, Executive Director, International Relations, CCC.

As part of the partnership, CCC will be hosting talks throughout the week, including:

Tuesday, 18 October

30th Frankfurt Rights Meeting

Different success stories, one promise: Market knowledge, inspiration and network.

“Sometimes Overlooked but Surprisingly Powerful: Copyright Licensing Around the World“ with Michael Healy, CCC’s Executive Director, International Relations
Hall 4.2, Room: Dimension

www.book-fair.com/rights-meeting

Tuesday, 18 October

THE MARKETS: Global Publishing Summit

11:30 – 12:00 pm, Hall 4.0, Business Club, Analysis Stage

Publishing today depends on technology, and technology is pressing copyright in ways never imagined in the days of printing presses. Copyright holders in the Digital Age are under challenge not only from wide-ranging infringement but also so-called “reform.” In a worldwide review of “the state of copyright,” including controversial copyright-related judgments as well as legislation and legal action around the globe, panelists will lay out details of the disruption underway as well as outline how publishers have become adept at managing the disruption by harnessing market-driven forces. Panelists include Rawan Dabbas, Emirates Publishers Association; Sarah Faulder, Publishers Association; Marcos da Veiga Pereira, Grupo Sextante and SNEL.

Wednesday, 19 October

Publishing Perspectives Stage

11:30 am – 12:00 pm, Hall 6.0, E11

Ixxus Puts Spotlight on “Smart Content” with Carl Robinson, Ixxus – For publishers, content is at the heart of every conversation with business partners – and with authors and readers, too. Since its acquisition by CCC earlier this year, Ixxus now goes far beyond traditional Enterprise Content Management (ECM), a market expected to grow to more than \$9.4 billion by 2018. Learn how the Ixxus combination of content modeling, semantic linking and advanced workflow capabilities can help publishers deliver truly “smart content.”

Wednesday, 19 October

Ask the Experts, one-on-one opportunities with CCC and Ixxus experts

Hall 4.0, Business Club

10:00 – 11:30 am – Open Access and the Entrepreneur with Bill O’Brien and Jennifer Goodrich, CCC

4:00 – 5:30 pm – Reinvent Your Content with Jake Kelleher, CCC and Paul Twelftree, Ixxus.

www.themarkets2016.com

Thursday, 20 October

Town Hall Event Open Access and the Entrepreneurial Publisher

Hall 4.C, Room Concorde

9:45 – 10:45am

With Open Access a fact-of-life for scholarly publishing business models in 2016, many are now asking – and answering – the big question: As OA moves us to an author-centric environment, how do we make our business stronger? Panelists will share insights and best practices across the full range of stakeholders, from researchers and publishers to funders and institutions. Learn where opportunity lies to enable innovation and exceed customer expectations. Discover what an end-to-end OA publishing solution can deliver. Featuring a one-on-one interview with Vitek Tracz, founder of BioMed Central and F1000. Panelists include: Betsy Donohue, Digital Science; Alice Meadows, ORCID; Brandon Nordin, ACS; Kate Worlock, Outsell

Thursday, 20 October

The Power of Content: A Conversation with CCC CEO Tracey Armstrong

11:00 – 11:30am

In May, Copyright Clearance Center acquired UK-based Ixxus to help harness the power of content and licensing. Together, CCC and Ixxus are now working with publishers to develop a “content-first” strategy that combines advanced semantic enrichment, a “single source of truth” content repository, and other exciting tools, says CCC CEO Tracey Armstrong. Join us for a conversation with Tracey, exploring what it takes to fuel the future of publishing.” Complimentary luncheon reception to follow.

CCC’s booth at the Book Fair is in Hall 4.2, Stand E18. For more information, visit

www.copyright.com/frankfurt

About Copyright Clearance Center

[Copyright Clearance Center](#) (CCC), with its subsidiaries [RightsDirect](#) and [Ixxus](#), is a global leader in content workflow, document delivery, text and data mining and rights licensing technology for thousands of publishers, businesses and academic institutions. CCC's solutions provide anytime, anywhere content access, usage rights and information management while promoting and protecting the interests of copyright holders. CCC serves more than 35,000 customers and over 12,000 copyright holders worldwide and manages more than 950 million rights from the world's most sought-after journals, books, blogs, movies and more. Since 2008, CCC has been named one of the top 100 companies that matter most in the digital content industry by EContent Magazine. The company has locations in the US, the UK, the Netherlands, Spain, Romania and Japan.

About the Frankfurt Book Fair

The Frankfurt Book Fair is the international publishing industry's biggest trade fair – with 7,100 exhibitors from more than 100 countries, around 275,000 visitors, over 4,000 events and approximately 10,000 accredited journalists – including 2,000 bloggers - in attendance. It also gathers key players from other media, including the film and games industries. Since 1976, the Book Fair has featured an annual Guest of Honour country, which showcases its book market, literature and culture to attendees in a variety of ways. The Frankfurt Book Fair organises the participation of German publishers at around 20 international book fairs and hosts trade events throughout the year in major international markets. With its Business Club, the Frankfurt Book Fair offers essential services and an ideal setting for the activities of publishers, entrepreneurs, pioneers, experts and visionaries. The Frankfurt Book Fair is a subsidiary of the German Publishers & Booksellers Association. www.book-fair.com

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