

Copyright News

Making Sense of Copyright in the Workplace

Welcome to the spring edition of Copyright News, a quarterly update from RightsDirect for licensees and anyone interested in copyright and content in the workplace.

In the News: Copyright in the Digital Age in Germany

On 10 May 2017, RightsDirect alongside FIZ Karlsruhe hosted Copyright in the Digital Age. The event was held in Germany with over 50 professionals attending. Dagmar Möller from Hyginus Publisher GmbH/ Fresenius Literaturservice, Dr. jur. Martin Schaefer from BOEHMERT & BOEHMERT, Silke Rehme from FIZ Karlsuhre and Jörg Weizendörfer from RightsDirect presented on copyright challenges and how copyrighted material can be used digitally. For more information on copyright, check out our tip sheet we featured last month:

10 Common Copyright Misconceptions (English)

10 Common Copyright Misconceptions (German)



Senior Account Manager: Inez van Leuzen Tell me a bit about yourself. I live in the center of Haarlem, a beautiful medieval city close

major differences do you notice in copyright across European countries?

Meet the Team: Interview with RightsDirect's



to Amsterdam and I have a passion for 20th century (applied) art and design. After I studied Dutch language & literature and cultural studies at the University of Amsterdam, I started my career in publishing at Elsevier where I had different roles in sales support, account development and licensing. This year on the 1st of August, I will celebrate my 5 year anniversary with RightsDirect. You handle copyright licensing and content workflow solutions across Europe. What

Of course, there are cultural differences across different countries in Europe, but major differences are mostly determined by the company industry, whether the company is research-oriented, and whether you are dealing with a global company or a local organization. How has your experience in the publishing world helped you with your current role? It's important to understand how companies are finding information and which tools they are

using in order to help with their challenges related to copyright compliance and content workflow management. This can vary by industry and in the current stages of the research & development process. In publishing, I have gained experience working with many diverse companies across different departments which is useful to understanding their needs. The nice thing as well is that I get to work with customers that I've already known for many years and we have a great working relationship.

spending with budget tools that allow you to turn those insights into data-driven content investment plans.

New! RightFind® Business Intelligence

With this new tool, you have the following benefits: Justify your content spend with the insights you need to make the best content investment decisions.

RightFind® Business Intelligence combines analytical tools for insights on content usage and

You asked for content analytics so you could gain actionable insights. We listened.

Tap into all of your data from a single source and get an enterprise-wide view of content

- use and spend.
- Create presentations quickly and easily and demonstrate your content return on investment to key stakeholders.

Use business value metrics to identify strategic content needs, spot coverage gaps and

- demonstrate how library services support your organization's strategic business goals. Shorten the annual budget planning cycle with powerful forecast and analytics tools that simplify and automate the budget process so you can focus on higher priorities.
- » Visit our website
- » Watch the product video



However, budgets for information are decreasing while the price of content is increasing.

spend and connect these purchases to business value? Start by asking yourself these 5 questions: » Read the ebook now

So what can information mangers do to justify content

The information manager's role continues to evolve. While traditional expertise is still necessary, information managers also need to help their organization achieve business goals through strategic content acquisition.

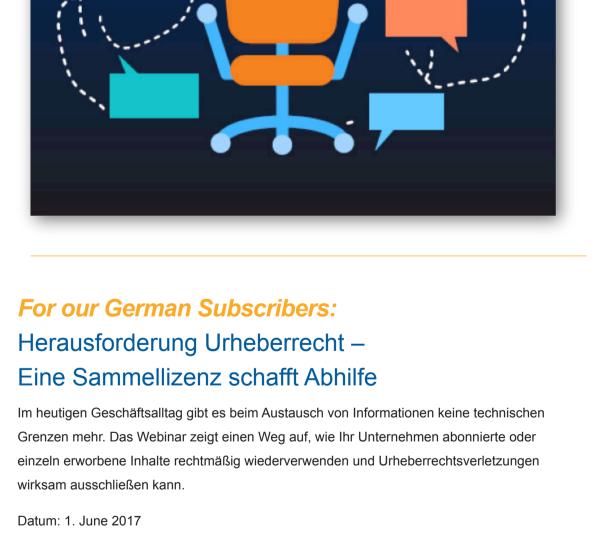


development. Information managers are under increasing pressure to demonstrate business value of the content they purchase. But how are information managers supposed to connect

New Infographic!

» Read now

content to business value? Read this infographic to find a good place to start.



Product Updates:

The Multinational Copyright License -New Titles in the Repertory

The Multinational Copyright License from RightsDirect simplifies copyright compliance by providing organizations with the rights to share content worldwide from millions of

In the past three months, we have added approximately 150,000new titles to the repertory of the Multinational Copyright License. Here are some key rightsholders by industry now

Healthcare American Psychiatric Association (Journals)

Uhrzeit: 15:00 CET

» Heute registrieren!

information sources.

covered under the license:

- Hazelden Publishing **Business to Business**
- Bridge Tower Media Holding Company Wells Media Group

In the News: Copyright in the **Digital Age in Germany**

MAY 2017

Inez van Leuzen

Intelligence

Every Information Manager Should be Able to Answer

Driven Manager

New Titles in the Repertory

Like us on Facebook to receive the latest scoop on events, white

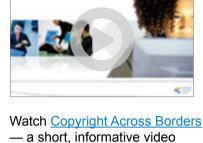
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organization. You can also download it to train others within your company. Also available in French, German, and Japanese.

about how copyright affects your

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Copyright Education

Use our tips, guidelines and white papers to learn more about

content, licensing and copyright.

resources page >> **About RightsDirect**

RightsDirect provides licensing solutions that make copyright compliance easy, allowing

most relevant digital content across borders. With RightsDirect copyright licenses and complementary information management tools, users can instantly check license coverage, manage permissions and optimize content workflow in one integrated solution. Based in Amsterdam and with a presence in Tokyo, RightsDirect is a wholly-owned subsidiary of Copyright Clearance Center

companies to re-use and share the

partnership with the world's leading rightsholders and collecting societies, we offer licensing and content solutions that reflect the needs of local and global organizations. Together, CCC and RightsDirect serve more than 35,000 companies and over 12,000 rightsholders around the globe. For more information, please visit www.rightsdirect.com

(CCC). Working in close

Questions or

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Email:

Phone:

Suggestions?

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Meet the Team: Interview with

In This Issue

New RightFind® Business

New Ebook: 5 Content Questions

New Infographic: The Data

Other Webinars