

Copyright News

Making Sense of Copyright in the Workplace

MAY 2017

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 Karlsruhe 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 \(German\)](#)



Meet the Team: Interview with RightsDirect's Senior Account Manager: Inez van Leuzen



Tell me a bit about yourself.

I live in the center of Haarlem, a beautiful medieval city close 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 major differences do you notice in copyright across European countries?

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.

New! RightFind® Business Intelligence

You asked for content analytics so you could gain actionable insights. We listened. RightFind® Business Intelligence combines analytical tools for insights on content usage and spending with budget tools that allow you to turn those insights into data-driven content investment plans.

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.
- 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](#)



New eBook! 5 Content Questions Every Information Manager Should be Able to Answer

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

So what can information managers do to justify content spend and connect these purchases to business value? Start by asking yourself these 5 questions:

[» Read the ebook now](#)



New Infographic! The Data-Driven Information Manager

Access to scientific literature is vital to organizations who depend on research and development. Information managers are under increasing pressure to demonstrate business value of the content they purchase. But how are information managers supposed to connect content to business value? Read this infographic to find a good place to start.

[» Read now](#)



For our German Subscribers: Herausforderung Urheberrecht – Eine Sammellizenz schafft Abhilfe

Im heutigen Geschäftsalltag gibt es beim Austausch von Informationen keine technischen Grenzen mehr. Das Webinar zeigt einen Weg auf, wie Ihr Unternehmen abonnierte oder einzeln erworbene Inhalte rechtmäßig wiederverwenden und Urheberrechtsverletzungen wirksam ausschließen kann.

Datum: 1. June 2017

Uhrzeit: 15:00 CET

[» Heute registrieren!](#)

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 information sources.

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

Healthcare

- American Psychiatric Association (Journals)
- Hazelden Publishing

Business to Business

- Bridge Tower Media Holding Company
- Wells Media Group

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Also be sure to check us out on [Twitter](#), (also in [German](#)), [YouTube](#), [LinkedIn](#), [Slideshare](#), and [XING](#).



Complimentary Video



Watch [Copyright Across Borders](#) — a short, informative video about how copyright affects your organization. You can also download it to train others within your company. Also available in [French](#), [German](#), and [Japanese](#).

Copyright Education

Use our tips, guidelines and white papers to learn more about content, licensing and copyright. Share with your colleagues.

[Check the RightsDirect resources page >>](#)

About RightsDirect

RightsDirect provides licensing solutions that make copyright compliance easy, allowing companies to re-use and share the 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](#) (CCC). Working in close 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](#)

Questions or Suggestions?

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