

Case Study: HighWire Press



HighWire Press helps publishers increase royalty revenues by integrating CCC's RightsLink® Basic with the HighWire hosting platform

HighWire Press, a division of the Stanford University Libraries, produces online versions of high-impact, peer-reviewed journals and other scholarly content. A recipient of the Association of Learned and Professional Society Publishers (ALPSP) Award for "Service to Not-for-Profit Publishing," HighWire partners with influential scholarly societies, university presses and publishers to create the finest online hosting platform for fully searchable research and clinical journals and books. HighWire-hosted publishers, such as the American Society for Biochemistry and Molecular Biology, and the American Academy of Neurology, produce 71 of the 200 most frequently cited journals in the life sciences.

Because its publishing partners create some of the world's most sought after scientific, technical and medical (STM) content, the issue of copyright is of critical importance to both HighWire and its more than 140 publishers. As a result, when Kristen Fisher Ratan, HighWire's Marketing Manager, was approached by Copyright Clearance Center (CCC), the world's largest provider of copyright licensing solutions, about RightsLink Basic*, her curiosity was piqued. RightsLink Basic allows Web services, application providers and others to integrate their online content directly with CCC's robust licensing database, making it easy for content users to search, price and obtain copyright permissions while bringing new levels of ease and efficiency to the permissions process.

"What instantly struck me is that RightsLink Basic really gets to HighWire's philosophy of putting the appropriate information in the users' hands, at precisely the right time, in their natural workflow," said Ratan.

Quick to recognize the many benefits RightsLink Basic would provide to HighWire's publishers and their communities, Ratan obtained buy-in from HighWire's director John Sack to discuss the integration with their publishers at their spring meeting.

“HighWire’s mission is to serve scholarly publishers — to help them thrive — and having this easy-to-use copyright feature from CCC on our platform is another way to serve that mission. ”

Kristen Fisher Ratan
MARKETING MANAGER
HIGHWIRE PRESS

"We introduced RightsLink Basic at our spring meeting in 2007 and our publishers were very excited about it," recalled Ratan. "It not only represented a great opportunity for the publishers to remind their users of intellectual property laws, but it also gave them an option, a functional link, that they could click on to obtain permission to re-use content, as opposed to giving them a negative message. It's like giving users preventative medicine and I think that's why RightsLink Basic is so appealing to us and our partners."

Implementing the solution was simple. When researchers, physicians, college faculty and other readers of scholarly journals hosted by HighWire want to purchase permission to use and share content they click on the blue 'Get Permissions' button located next to articles and abstracts, select the type of permission they need, specify how they plan to use the material and add it to their shopping cart. CCC collects the royalties for the publishers, sends them distribution payments, and emails electronic title usage reports.

Some of HighWire's larger publishers were already using CCC's RightsLink® Premium service to manage their online

rights and permissions process through HighWire and they continue to do so. Of those publishers not using RightsLink, approximately 80% opted to use RightsLink Basic.

According to Ratan, the addition of RightsLink Basic on HighWire's platform has made a positive impact on its publishers. "RightsLink Basic is providing a new revenue stream for the publishers and improving the user experience by providing information exactly when it's needed," explained Ratan. "Before it was a much more cumbersome process for a user to get permission, so maybe it didn't happen at all and the user chose to use other material."

The integration with CCC has also proven beneficial to HighWire by providing the prestigious hosting platform provider with a tremendous value-add it can offer to new

and existing publishing partners. "HighWire's mission is to serve scholarly publishers — to help them thrive — and having this easy-to-use copyright feature from CCC on our platform is another way to serve that mission."

About Copyright Clearance Center

Copyright Clearance Center (CCC), the rights licensing experts, is a global rights broker for millions of the world's most sought after books, journals and other content. Founded in 1978 as a not-for-profit organization, today CCC provides smart solutions that simplify the licensing of content that lets businesses and academic institutions quickly get permission to use copyright-protected materials, while compensating publishers and content creators for the use of their works. For more information, visit www.copyright.com.

*Formerly known as Rightsconnect™

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