



Standards Development Organizations

Monetize Your Content and Extend to New Markets



As long as I can find standards and put them in RightFind, I am satisfied. There are standards organizations that specifically exclude the ability to add to RightFind in their terms and this is challenging.”

Corporate Librarian

Standards Development Organizations (SDOs) partner with CCC to boost license revenues, find new markets for content, and explore opportunities for data integration.

SDOs offer a broad range of unique, high-value content products to users around the world. While most business customers take great care with how they acquire and use standards materials, they may not realize that creating materials that contain information from standards publications to support internal training programs or to share with members of a working group is not covered under the scope of their subscription or purchase agreement.

For SDOs who need to protect and augment existing revenue streams and uncover new opportunities for revenue growth, CCC offers trusted licensing and document delivery services that complement the SDO's own subscription and individual document sales programs. The CCC Annual Copyright License helps users leverage the unique value of standards publications while respecting the intellectual property rights of those who produce them, all without leaving their workflow.

Standards are integral to the work of many CCC customers. In a recent poll, nearly half requested more standards coverage to make it easier to comply with copyright when additional rights are needed and for the ability to purchase additional standards documents through the RightFind document delivery service.



CCC customers respect copyright, with annual renewal rates for the Annual Copyright License (ACL) above 98% year-over-year for more than 10 years. Knowledge managers and information center leaders work with CCC to enable employees to collaborate using licensed content in a copyright compliant way within their existing content workflow.

Organizations rely on the CCC ACL and Document Delivery with RightFind capabilities to protect revenue and promote respect for intellectual property. Over the past several years, CCC has distributed hundreds of millions of dollars in licensing and document delivery revenues to participating rightsholders.

CCC actively advocates for copyright around the world, engaging governments, stakeholders, and individuals with educational programming and thought leadership. CCC was recently named a recipient of a Market Development Cooperator Program (MDCP) grant from the US Department of Commerce International Trade Administration to support a Standards Resource Center.

Copyright & Standards

Customers need a convenient way to license and purchase standards content as needs arise.

- Many seek a more streamlined purchase process and expect the convenience of their existing workflows.
- Others may incorrectly assume that their intended use is already covered by their subscription.
- Regardless of the motivation behind them, these scenarios may result in missed opportunities for the SDO.

Partnering with CCC

CCC, a global leader in licensing and content workflow solutions, provides two trusted services that complement and extend revenue opportunities for SDOs while providing business customers with convenient access to standards materials, when, where, and how they prefer:

- The CCC ACL offers a consistent set of rights to business users who wish to reuse published materials previously acquired through subscription or purchase, complementing subscriptions, and purchases by providing essential reuse rights that may not be included in those agreements. Materials in the ACL repertory include standards, news publications, books, scholarly journals, and more.
- RightFind, our award-winning content workflow solution, provides business users with immediate access to a range of subscribed literature in a single portal. It also enables the purchase of individual documents through its industry-leading document delivery service.

Each year, CCC collects licensing and document delivery fees from these customers for their use of copyrighted material, and then distributes royalties to participating rightsholders, such as SDOs. The royalties paid come from the fees collected from the content users.

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

For more information about the Annual Copyright License contact CCC today.

✉ solutions@copyright.com

🌐 copyright.com/acl