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Q&A with CLA - Copyright Compliance in Multinational Business

Organisations from every sector of industry as well as those from government and academia are facing new complexities of using digital content, making sure they're copyright compliant, and deciding how to manage the workflows. FreePint's also been investigating the issue, with particular focus in our [Topic Series "All About Usage - From Content Sharing to Data Mining"](#) running from July to September this year.

FreePint's managing editor, Catherine Dhanjal, is attending the [Content Workflow 2015](#) conference in October where speakers and delegates from the STM field will be discussing the latest content workflow trends, tools and best practices.

She interviews speaker James Bennett, head of development at the Copyright Licensing Agency (CLA) to find out more about the agency and his upcoming speech "Copyright Compliance in Multinational Business".

FreePint: FreePint has readers UK, USA, and further afield. Please could you provide a brief overview of Copyright Licensing Agency?

James Bennett: The CLA is a collective rights management organisation (CMO) in the UK. It is a not-for-profit organisation owned by publishers and authors.

Under a voluntary licensing arrangement the CLA covers 3,300 publishers and more than 70,000 authors whose works are included in blanket collective licences for the corporate and public sector.

It also has reciprocal arrangements with other reprographic rights organisations (RROs) across the world, allowing CLA customers to copy extracts from works published in more than 35 territories.

FreePint: Could you give some examples of customers and your different licences for the pharma and medical communications sector?

James Bennett: Licensees include the UK National Health Service, all UK universities and central government.

For the corporate sector the CLA offers a small range of licences developed to meet the needs of different sectors. The offer includes a multinational licence for corporates who are headquartered in the UK and have offices worldwide.

For companies in the STM and life sciences sector, such as pharma and medical communications companies, our Pharmaceutical Licence and Pharma Multinational Licence offers a broad range of bespoke permissions including regular submissions to regulatory authorities and supply of copies to other parties such as patients and doctors.

Copying and storage is covered so that one article from a journal, or 5% of a single journal issue, can be used for work purposes and research.

98% of UK-based pharmaceutical industry organisations have a CLA licence.



By Catherine Dhanjal
[View author biography](#)

FreePint: Do you think the pharma/STM sector faces particular challenges as regards copyright compliance or access to information, and what are these?

James Bennett: There are some challenges around using open access content and how and when to use that under licence.

For example, there are challenges around a clear definition of non-commercial licence under the [CC-BY NC licence](#).

There can be confusion over what constitutes an open access article, for example the publisher's version of record, the author copies, the preprint copy...

The CLA can give its perspective on the issue and for organisations which hold a CLA licence, the question of non-commercial use goes away as long as the publisher has opted in to the CLA licence.

The pharmaceutical industry also faces a particular challenge due to the collaborative nature of its work. CLA licences are technology neutral, meaning that content collaboration tools such as Zinc or Zinc MAPS are compliant with the licence.

The CLA Pharmaceutical Collaboration Licence is a new trial licence which allows one party to share content legally with the another licensee as part of a project or product related workgroup.

FreePint: You're speaking at Content Workflow 2015 in October on "copyright compliance in multinational business", could you give us a flavour of what the audience of corporate information professionals and pharmaceutical specialists will learn from your talk?

James Bennett: My talk will cover a number of areas which I think will be of interest.

I'll talk about working with document supply companies, for example the British Library, where we are streamlining use of information obtained from the document supply.

Organisations may not currently get [content DRM-free](#), which can cause issues. For example the content may be locked, presenting restrictions for users.

Our new licence aims to streamline and to remove this complexity. Called Licence Plus, this is ideal for organisations such as the NHS.

The NHS has an annual Licence Plus agreement where they can obtain 9,000 articles of their choice from the British Library, the CLA handles the administration and payment, and the British Library supplies the NHS with DRM-free content. The CLA then obtains data from the British Library as to which articles the NHS has used, in order that it can distribute the royalties fairly.

We are also working on integration with [Reprints Desk Article Galaxy Widget](#). A user who is a Reprints Desk client and a CLA client can see if an article or publication is part of the licence repertoire or not. This new tool is suited to both information professionals and end-users as the information is available at point of use and the user can immediately see whether the document in question is compliant or not.

FreePint: What developments do you see on the horizon for copyright and licensing and what's driving these?

James Bennett: More and more integration between rights and content and workflow is on the horizon.

We are seeing more solutions which meet two or three of these needs at the same time. Solutions are becoming more integrated and we are seeing more collaboration and cooperation between CMOs and content and technology providers.

This is being driven by the need to demonstrate value to the user, particularly as budgets are under scrutiny. Budget holders must demonstrate the value added by the CLA and other CMOs through a tangible product which users interact with every day, making the spend easier to justify and allowing information managers to make a stronger case for spending on copyright licences.

We are also keeping a watchful eye on text mining and looking at how this fits in with licensing issues.

FreePint: What advice do you have for organisations who want to ensure that they're copyright compliant?

James Bennett: Look at RROs as a positive force to engage with - we are here to help understand copyright and provide content solutions.

Depending on the size of the company an integrated workflow tool such as Article Galaxy, [RightFind](#) or [QUOSA](#) may be worth investing in.

The geographical spread of the organisation, the sort of content required and the number of users will also help to form the decision as to the type of licence that you would require, such as a blanket copyright licence or choosing to obtain permission direct.

About James Bennett

James Bennett is head of development at the Copyright Licensing Agency (CLA). James is responsible for managing the development of new and existing CLA licences and services, balancing the needs of customers and rightsholders to deliver innovative digital licensing solutions. Before joining CLA, James enjoyed a 15-year career in trade publishing, commissioning and writing non-fiction books and subscription products.



[Content Workflow 2015](#) is a series of events sponsored by Reprints Desk, focusing on case studies and best practices for scientific, technical and medical (STM) information. The one-day conference taking place in London (Oct 20) and Frankfurt (Oct 22) is aimed at information and library professionals. For complete information about agenda, venues and speakers, please visit www.contentworkflow.net.