

**Copyright Creating Access:
Collective management of copyright at the service of
creators, publishers AND users**

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***Creating, publishing and reading in the digital era:
new challenges for copyright***

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- In the Digital Era, the dilemma for authors/creators is *not to be forgotten*
- Because the digital world is so highly user-driven, authors & publishers have more in common than ever before
- At Copyright Clearance Center, authors are an integral part of our licensing services and royalties programs, and they have been from the beginning in 1978
- In the United States, copyright-compliance is voluntary and permission (to be granted only by proper rightsholders) is always a matter of free choice
- As a not-for-profit company, Copyright Clearance Center's mission is to educate these rightsholders about their rights as well as to inform users about their responsibilities
- A consistent challenge is to deliver high-value, copyright-related news to authors/creators
- Since 2002, "Beyond the Book" conferences have served as much a listening station for CCC as a "talking shop" – creators tell us and each other what they think and what concerns them:
 - Access – getting people to see their works
 - Attribution – getting people to know and acknowledge their authorship of those works
 - Control – not losing control over what happens to their works "downstream"
 - Compensation – when appropriate, getting fair payment for others' use of their creations
- In conclusion, the challenges in the digital era for authors and creators are significant, but can be met by proper and balanced copyright education of all parties