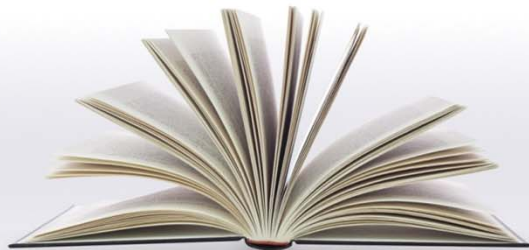


# *Hitching Horses*

Production & Marketing Collaboration Using RightsLink for Open Access

EMUG 2015

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Copyright Clearance Center



# Introduction





**BUSINESS**

**GROWTH**

**PROMOTION**

**BRANDING**

**PRODUCT**

**BLOG**

**MARKETING**

**PRICE**

**STRATEGY**

**SALES**

**ADVERTISING**

**MEDIA**

**CUSTOMERS**

**NETWORK**

# Today: Open Access Publishing

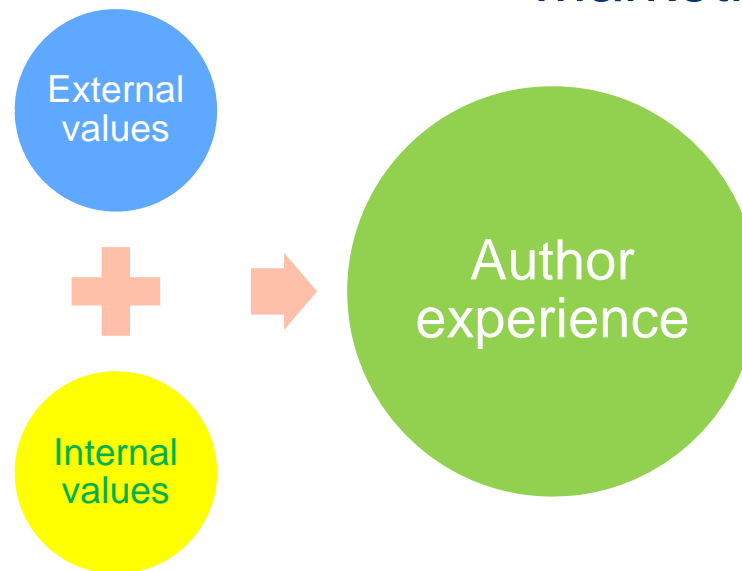
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## External

- Authors
- Institutions
- Funders
- Standards Orgs
- Vendors

## Internal

- Editorial
- Engineering
- Production
- Finance
- Marketing



## Publisher A: Submission Plateau

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- Commitment to OA publishing
- Large body of authors and reviewers
- Major investment



## Publisher B: New OA Journal

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- Profitability concerns
- Staffing concerns
- Lack of resources

# Publisher C: Institutional Model Madness

- Multiple schemes
- Difficulty automating
- Author confusion



# Publisher D: Payment & Collection

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- Weak invoice
- Slow payment
- High default
- VAT



# Author-Centric User Experience

## Pay Author Charges

CHARGES ESTIMATE

PAYMENT OPTIONS

ORDER REVIEW

CONFIRMATION



### Title Of The Article

**Publication:** Science Notes  
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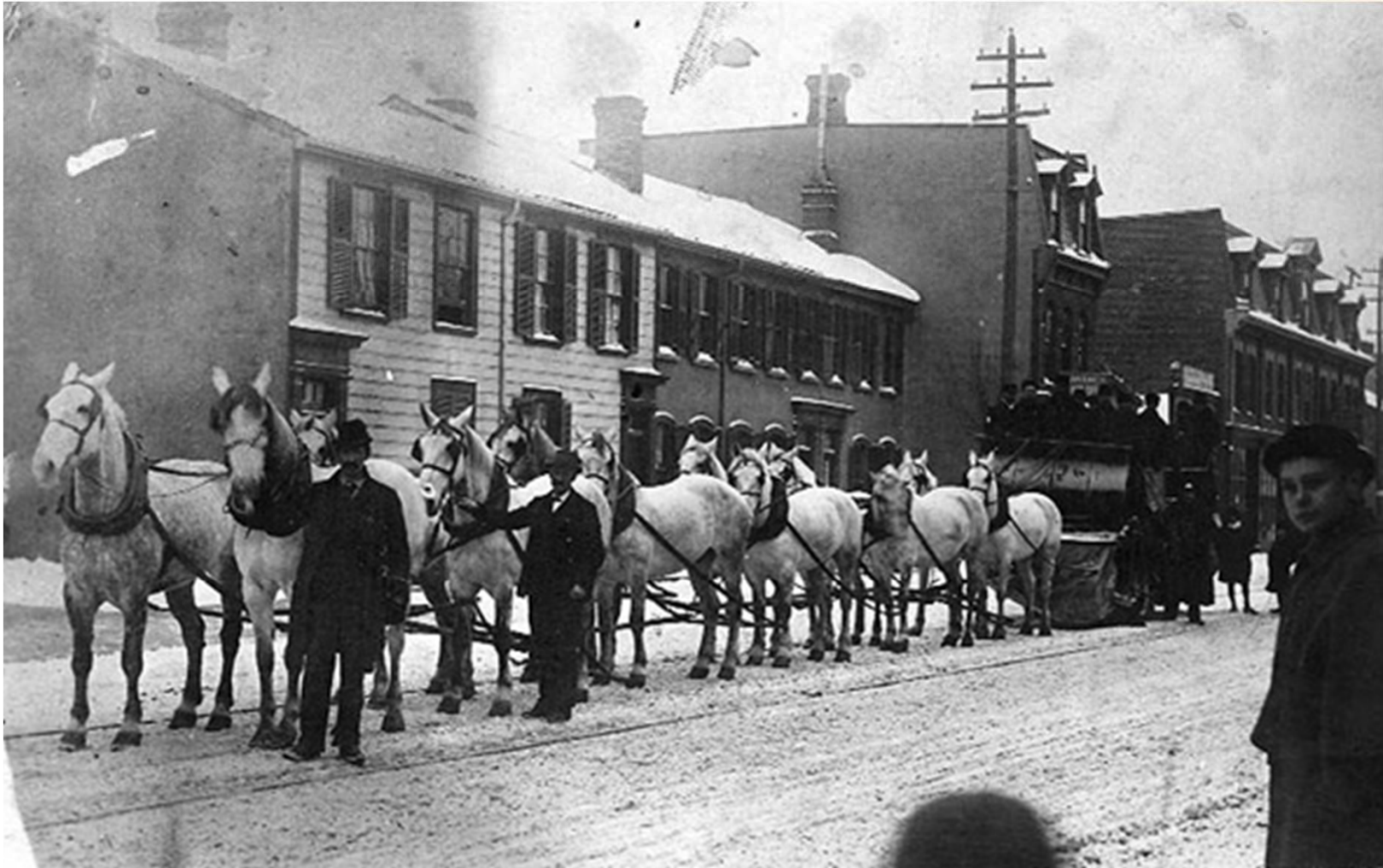
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### CHARGES ESTIMATE

Select currency:  ▾

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# Questions?





# Thank you!

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