

# **Five engagement strategies for corporate licensing**

IFRRO Licensing Forum

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# **1. Listening & Learning**

We strive to know and understand  
our customers as best as we can.

# 1. Listening and learning: how we do it

- ▶ Surveys
- ▶ Market research
- ▶ Studies
- ▶ Trade shows
- ▶ Round tables
- ▶ Conversations



## 2. Making distinctions

One size does not fit all:  
we believe segmenting is crucial.

## 2. Making distinctions: how we do it

We look at:

- ➔ Differences across industries
- ➔ Function/role variation within companies: "personas"



Insight

### 2025 Outsell Infographic: Transportation & Automotive

Learn how organizations in transportation & automotive industries think and behave in the context of copyrighted content consumption, use, and sharing, as well as how content is being integrated into their AI workflows.

Topic: Information Management  
📍 Outsell



Insight

### 2025 Outsell Infographic: Wholesale & Retail

Learn how organizations in wholesale & retail think and behave in the context of copyrighted content consumption, use, and sharing, as well as how content is being integrated into their AI workflows.

Topic: Information Management  
📍 Outsell



Insight

### 2025 Outsell Infographic: Software & Systems

Learn how software and systems companies think and behave in the context of copyrighted content consumption, use, and sharing, as well as how content is being integrated into their AI workflows.

Topic: Information Management, Search & Discovery  
📍 Outsell



Insight

### 2025 Outsell Infographic: Food, Beverage, & Agriculture

Learn how organizations in food, beverage, and agriculture think and behave in the context of copyrighted content consumption, use, and sharing, as well as how content is being integrated into their AI workflows.

Topic: Information Management, Search & Discovery  
📍 Outsell



Insight

### 2025 Outsell Infographic: Finance & Insurance

Learn how organizations in finance & insurance think and behave in the context of copyrighted content consumption, use, and sharing, as well as how content is being integrated into their AI workflows.

Topic: Information Management  
📍 Outsell



Insight

### 2025 Outsell Infographic: Electric & Gas Utilities

Learn how organizations in electric and gas utilities think and behave in the context of copyrighted content consumption, use, and sharing, as well as how content is being integrated into their AI workflows.

Topic: Information Management  
📍 Outsell



Insight

### 2025 Outsell Infographic: Consulting & Professional Services

Learn how organizations in consulting and professional services think and behave in the context of copyrighted content consumption, use, and sharing, as well as how content is being integrated into their AI workflows.

Topic: Information Management



Insight

### 2025 Outsell Infographic: Computers & Electronics

Learn how organizations in computers and electronics think and behave in the context of copyrighted content consumption, use, and sharing, as well as how content is being integrated into their AI workflows.

Topic: Information Management  
📍 Outsell

### **3. Finding customers where they are...**

...whether it's in person or online.



# Trade shows and LinkedIn



RightFind



Visit us at


DIA Global

15-19 June 2025  
Washington D.C.  
Walter E. Washington Convention Center

Booth 512

GET IN TOUCH


 solution



Product Marketing Alliance

Product Marketing Summit

October 29 & 30 in Boston




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Copyright Clearance Center

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322

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ACC Annual

19-22 October 2025  
Philadelphia, PA

GIVEAWAY! Stop by Booth 322 for a chance to win a new pair of Bose® Ultra Open Earbuds



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Copyright Clearance Center (CCC)

Advancing copyright. Accelerating knowledge. Powering innovation. #creatingsolutionstogether

Information Services · Danvers, MA · 26K followers · 501-1K employees

Robert & 154 other connections work here

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25,896 followers

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Copyright Clearance Center (CCC)


25,896 followers

1w ·

The inaugural edition of the AI, Copyright & Licensing Newsletter brings together some of the most significant updates shaping the future of copyright in the age of AI. From global conversations on licensing's role in education, to escalating ...more

Newsletter

AI, Copyright & Licensing



## **4. Sharpening our value proposition**

We use messages that highlight license benefits,  
and we offer additional services.



## 4. Our value proposition: messages

▶ Velocity

▶ Consistency

▶ Efficiency

▶ Compliance

▶ Convenience

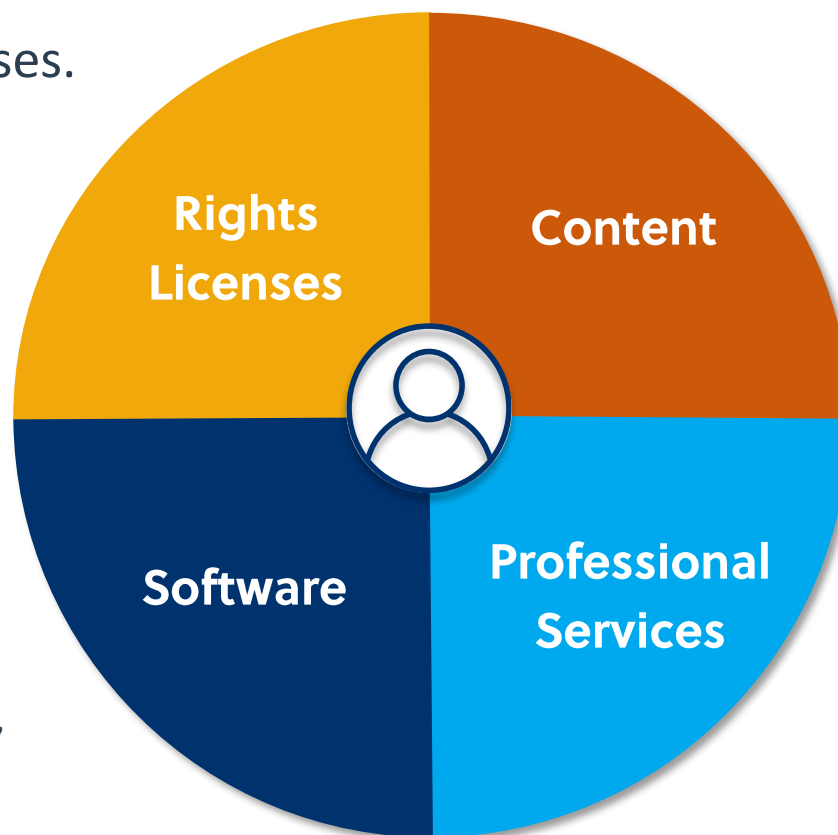
▶ Respect

## 4. Our value proposition: additional services

▶ Annual or repertory licenses.

▶ Pay-per-use permissions.

▶ **RightFind:**  
a set of integrated software solutions for content search, access, sharing, organization, and analytics.



▶ Single article delivery

▶ Bulk article reprints & ePrints

▶ XML content for AI purposes

▶ Bespoke solutions

▶ Managed knowledge services

## **5. Nurturing relationships**

We aim at being perceived  
as a trusted collaborator and a thought leader.

# 5. Nurturing relationships: how we do it

- ▶ White papers
- ▶ Case studies
- ▶ Practical guides
- ▶ Virtual events
- ▶ Copyright education



**Case Study**

### Verizon cuts copyright infringement risk with CCC solutions

**Company**  
Verizon

**Location**  
New York, NY

**Industry**  
Telecommunications

**About**  
Inc. (NYSE:VZ) (NASDAQ:VZ), is a global leader in delivering broadband and other wireless and wireline communications services to consumer, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, with more than 108 million retail connections nationwide. Verizon also provides converged communications, information and entertainment services over America's most advanced fiber-optic network, and delivers integrated business solutions to customers worldwide. A Dow 30 company with more than \$127 billion in 2014 revenues, Verizon employs a diverse workforce of 177,300.



Communications and technology solutions. Verizon wanted to better ensure that employees around the world could in collaborate effectively without putting at risk of copyright infringement.

The company makes ethical standards a top priority and so compliance strategy that made it easy for their workers to come to using and sharing copyrighted material. Learn how solutions from Copyright Clearance Center (CCC) to reduce employees the freedom to collaborate responsibly.

#### The challenge

Verizon is committed to the highest ethical standards and to including copyright, seriously. But with almost 180,000 employees using and sharing published information to do their jobs, the group wanted to minimize any possibility of copyright infringement. A rigorous program already in place, complying with copyright presented several challenges.

Throughout the year, Verizon's legal team receives countless employees about the use of copyrighted works. "There is a Patrick Flaherty, assistant general counsel for trademarks. He advises Verizon's business units worldwide on intellectual including copyright.

"For our employees, more is always better," said Flaherty. "and share copyrighted content, such as newspaper and magazine posts and video content in all formats from as many titles want an easy verification process to know what rights have when they go to use that content."

To raise copyright awareness, Flaherty regularly educates the importance of copyright and the risks of infringement. Ever to protect Verizon's intellectual property rights and to respect the rights of others. Copyright is specifically mentioned in corporate policy statements related to intellectual property.

### Certificate courses

Build comprehensive knowledge of advanced copyright topics with eLearning certificate courses. CCC customers may be eligible for special discounts and dedicated training sessions. Contact your Account Manager or our Education Team for details at [education@copyright.com](mailto:education@copyright.com).



**Business**  
**Introduction to Copyright**  
Receive an introduction to the impact and implications U.S. copyright law has on day-to-day business activities.



**Standards**  
**Copyright and Licensing for Standards**  
Designed to help you learn general copyright and licensing concepts and how they relate to using standards in a compliant way.

### Complimentary webcasts

Gain foundational understanding of copyright and its implications with these accessible, complimentary webcasts.



**Academia**  
**Copyright Basics for Academia**  
Receive an overview of important concerns surrounding the use of copyright-protected content within an academic environment.



**Business**  
**Copyright at Work**  
Hear from copyright experts, expand your respect for intellectual property, and help minimize exposure to infringement risk.



**Business**  
**Global Copyright Challenges**



**Business**  
**Copyright Basics for Medical**

### A Market Insights Event

## Responsible AI in Practice: Navigating Risk, Governance & Copyright



**Roanie Levy**  
Licensing and Legal Advisor  
CCC



**Oliver Patel**  
AI Governance  
AstraZeneca



Thursday, 30 October  
10:00 ET | 16:00 CET

 LinkedIn Live

# Five Engagement Strategies

1. Listening & Learning
2. Making distinctions
3. Finding customers where they are
4. Sharpening our value proposition
5. Nurturing relationships

# ¡Gracias!

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