

The Annual Copyright License for Curriculum & Instruction

A solution for incorporating excerpts of high-quality content in core and supplemental curriculum and instruction

Drive Additional Permissions Revenue in a Rapidly Evolving Academic Market

The Annual Copyright License for Curriculum & Instruction from CCC is a collective license that provides print and digital rights to reuse excerpts of copyrighted content in curriculum and instructional materials, as well as online platforms such as learning management systems and EdTech applications. The service is designed to address the diverse licensing needs of content users across the academic market. The service enables licensees to incorporate portions of copyrighted publications in curriculum and instruction to provide learners with local, personalized, diverse, inclusive, and equitable educational experiences.

Students not only need high-quality textbooks, they also need ready access to critical supplemental texts that are found in fiction and non-fiction books, as well as newspapers, magazines and websites. In fact, most state educational standards such as Common Core and other state standards, require students to read and respond to rich and complex texts. They call for supplemental reading at a higher-level, but in small portions across the curriculum. Coupled with this increased demand is the rapid adoption of educational technology tools and the desire of EdTech and other companies to include high-quality reading materials in their applications. This demand extends to all corners of the academic market. Trade publishers, newspapers, magazines and academic presses that have an inventory of high-quality fiction and non-fiction content are in a unique position to meet this market demand.

Participate in the service and:

- Maximize permissions revenue
- Deepen penetration in K-12 market
- Support standards-based instruction
- Reduce the complexity of individual permissions
- Analyze usage reporting

Target licensees

- EdTech Companies
- Core and Supplemental Curriculum Developers
- Custom Publishers
- K-12 School Districts
- State Departments of Education



Types of works needed

- Fiction and Non-Fiction Books, including local culture and DEI content
- Magazines
- Newspapers (local and national)
- Poems and song lyrics
- Web content/Blogs
- Images
- Video



Benefits of Participating in the Service

Enrolling in the Annual Copyright License for Curriculum & Instruction Can Help You:

- **Drive additional permissions revenue** – Enable content users across the academic market to quickly obtain permissions at scale, expanding your existing licensing business.
- **Deepen penetration in K-12 market** – With more than 50 million K-12 public school students in the US and the heightened need for local culture and DEI (diverse, equitable, and inclusive) content, participation in CCC's service can expand your business in the K-12 market.
- **Support standards-based instruction** – Help educators meet requirements for students to read and understand high-quality published content.
- **Reduce the complexity of individual permissions** – Participate in an efficient licensing service that streamlines the permissions process for both content users and publishers.
- **Analyze usage reporting** – Make informed decisions around your content based on actual usage.

How Does the Service Work?

The service uses a collective license approach similar to other text-based reuse licenses CCC has successfully offered for years in the higher education, K-12 assessment, and corporate markets. Under a collective license, the user pays an annual fee for the rights to use materials in the license repertory during the term of the agreement (generally one-year but also multi-year authorizations).

- Publishers authorize CCC to license the reuse of excerpts from their works in curriculum and instruction.
- CCC provides an annual license authorizing the licensee to use excerpts from participating works within curriculum products, EdTech applications, and instruction without having to secure individual permissions for works in the service.
- Pricing is based on the number of students that will have access to copyrighted content under the license.
- CCC collects the annual fees and usage information from licensees and distributes the corresponding royalties to participating publishers.
- Usage reporting shared with participating publishers includes title-specific information such as most applicable grade, standard number, work title, article or chapter title, author(s), and associated royalties of the works used by licensees in the service.



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, information management, artificial intelligence, and machine learning, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by harnessing information from a wide variety of data sources and content assets.

Enroll today

To participate in this licensing opportunity, please contact your CCC account manager or a member of our Rightsholder Relations team at:

✉ rightsholders@copyright.com

☎ 1.978.750.8400 (option 3)