

PRESS RELEASE June 2021

PLS launches free online training to help publishers boost rights revenue

Expert-led modules show professionals how to make the most of their assets and grow the value of their business

Publishers' Licensing Services and leading rights experts have created exclusive new training resources to help publishing professionals improve their rights work.

The free multi-module training explains the fundamentals of rights and has extensive guidance for acquiring, managing and licensing them. Developed with the help of consultancy Rights2, it is designed to communicate the value of licensing to publishers and show the wide range of opportunities for extra revenue that it brings.

The interactive training material is free to access and available on demand via The Rights & Licensing Hub, PLS' major new portal of rights-related material. It includes answers to frequently asked questions about copyright, rights and permissions, and directories of training, learning and support resources. There are case studies of leading publishers' experiences in rights management, providing advice for good strategies and processes to adopt, as well as some of the common pitfalls to avoid.

The Hub has extensive resources about rights work, including guides to working in the field, the responsibilities of different roles and the skills that are required. It has been developed by PLS' Rights Management Group, a panel of experienced publishers that was set up to share knowledge and encourage best practice in rights and licensing. Members of the Group share hundreds of years of experience in the subject, ranging across book, journal, magazine and digital rights management.

PLS Chief Executive Sarah Faulder said: "PLS is committed to helping publishers improve their rights practices, and these new training resources meet a longstanding need for practical guidance and inspiration. Good rights management is always the first step towards increasing rights revenue and protecting copyright, and it can make a significant difference to the income, value and reputation of any business. It deserves the attention and investment of every publisher, and we hope our training and The Rights & Licensing Hub give people the help they need to make their rights operations even more professional and profitable."

Individuals can register for the free training now at www.pls.thinkific.com. The Rights & Licensing Hub can be accessed at www.rightsandlicensing.co.uk.

Notes for Editors

For more information on the Rights Management Essentials Course, please contact Amy Ellis, Rights and Licensing Manager, a.ellis@pls.org.uk.

Publishers' Licensing Services provides rights management services to the publishing industry. Our mission is to provide efficient and effective copyright and licensing solutions to support publishers in providing access to their content. Our primary remit is to oversee collective licensing of secondary copying from books, journals, magazines and websites on behalf of over 4,000 publishers signed up with us. In 2020/21 we distributed more than £38.5 million from collective licensing, monies which go straight to publishers' bottom lines. We also provide a permissions clearance service to the industry as well as guidance and leadership on best practice in rights management. *For more about PLS, visit www.pls.org.uk.*

Rights2 Consultants is a specialist rights consultancy founded by Clare Hodder and Ruth Tellis. For more about Rights2, visit www.rights2.co.uk.