



## **REACHING 100 AND READY TO GO BEYOND**

***“Beyond the Book” podcast series from Copyright Clearance Center plans 100th release with CEO Tracey Armstrong “Big Ideas” presentation at BookExpo America, Thursday, May 28***

DANVERS, Mass., May 20, 2009 –Copyright Clearance Center's [“Beyond the Book”](#) podcast series explores all aspects of issues facing the information content industry and featured interviews with best-selling authors, innovative CEOs, and leading analysts in publishing and technology. To mark the program’s 100<sup>th</sup> release, Beyond the Book has announced the planned release of a presentation by Tracey Armstrong, CCC’s chief executive officer, at the opening of [Book Expo America](#), Thursday, May 28, 9 a.m.

Speaking on “Content Licensing & The Bottom Line: Up the Down Spreadsheet,” Ms. Armstrong will lead off the “Big Ideas” Conference for BEA at New York City’s Jacob K. Javits Center. In a discussion with Ned May, Outsell Inc. Lead Analyst, she will examine why managing rights and content with the highest-possible efficiency and customer value remains a challenge for leading players and independents alike. The podcast will be available for free downloading by noon the same day.

“Listeners to our show know that there are no easy answers when it comes to content and copyright, but they can look forward to hearing Tracey shine a light on ways to manage rights with the highest-possible efficiency and customer value,” said Christopher Kenneally, the program’s producer and host. “As our mission, Beyond the Book seeks to help creative professionals realize the full potential of their works, while encouraging respect for intellectual property and the principles of copyright. It’s a special pleasure to feature Tracey Armstrong on the occasion of our 100<sup>th</sup> release.”



Since its launch in September 2006, Beyond the Book has taken listeners to BookExpo, the Miami Book Fair International and a host of other leading publishing conference, as well as beyond public events to hear inside insights from numerous publishing industry leaders. The program's accompanying Web site also features the Beyond the Book Marketplace, a place for authors, creative professionals and copyright holders to browse for services from respected professionals who work in every aspect of writing, content creation and copyright management.

#### **About Copyright Clearance Center**

Copyright Clearance Center creates innovative licensing solutions for the seamless sharing of knowledge. CCC's licensing services, combined with its Web-based applications and tools, allow tens of millions of people in corporations, universities, law firms and government agencies to use and share published information with ease. Since its founding as a not-for-profit company in 1978, CCC has created and expanded the markets and systems that facilitate content reuse and the distribution of royalties to publishers and authors around the world. For more information please visit [www.copyright.com](http://www.copyright.com).

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