



NetGalley request links now available on IPR License

FOR IMMEDIATE RELEASE

New York, June 9, 2015—NetGalley, which provides secure, digital galleys to a growing community of professional readers, today announced that links to request NetGalley titles will now also be available on the IPR License platform.

IPR License is a global rights and licensing trading platform, currently housing over 14 million records. Titles on the system are promoted to over 50,000 publishers in 90 countries via its regular global bulletins. Users of IPR License will be able to link directly to NetGalley title records to request a digital review copy.

“This initiative is simple and makes perfect sense,” commented Susan Ruzala, NetGalley’s President. “We know that rights purchasers throughout the world want to be able to quickly and cost-efficiently preview titles they are considering for purchase. If we can help books come to market more quickly and in more territories, and benefit NetGalley’s publishers and clients, it’s a win.”

Publishers who are participating in NetGalley will automatically see request links added to IPR title records, if the title is available for request, and will always have the option to approve or decline before they can access the content. Over 230,000 influencers use NetGalley to read, review and recommend new books.

Tom Chalmers, Managing Director at IPR License, added, “IPR License provides a valuable meeting point for rights holders and purchasers to come together to discover, evaluate and license books and journals. We’re delighted to work with NetGalley to provide our community with a streamlined way to request digital review copies as part of their evaluation process.”

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About NetGalley

[NetGalley](http://www.firebrandtech.com) is part of Firebrand Technologies (www.firebrandtech.com), which provides leading software and services to help publishers achieve success. NetGalley delivers secure, digital galleys to professional readers to help promote and market new books. Professional readers (reviewers, bloggers, media, librarians, agents, booksellers, and educators) can register for free at www.netgalley.com to request titles, or be invited to view titles directly by publishers. Find out more at www.netgalley.com.

About IPR License

The IPR License platform offers the opportunity to monetise or find the best new content in a global marketplace. It also acts as a copyright hub making it easier to locate copyright holders to clear permission for use of their work.

With 14m records already on the system, rights-holders assign records to their account and add new records – whether already published or not – as well as adding additional information to their records. Those looking to purchase rights can then contact the rights-holder and arrange complete the transaction directly.

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