



Copyright Licence for PR, Communications, Advertising and Marketing Agencies

In the PR, Communications, Advertising and Marketing sector – where informing clients and tracking the success of publicity campaigns is critical – it's easy to breach copyright laws by inadvertently copying and sharing content without permission.

Most literary works are covered by copyright. If your employees copy and share text, tables, graphs or images that were created by others, they'll usually need permission from the copyright owner to do so. This includes content from:

- Newspapers and magazines
- Online news websites
- Industry journals.

Our **Copyright Licence for PR, Communications, Advertising and Marketing Agencies** gives your employees the freedom to legally copy and share third party literary content, both internal to your agency and with your clients. As we pay royalties to the creators whose works you reuse, you'll foster the creation of new content which will benefit your agency in the future.

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We're an Australian not-for-profit organisation that represents over 40,000 members – publishers, surveyors, journalists, and more. We collectively license their copyright, so your company can legally reuse content created by others, and be confident that its creators are being paid fairly for their work – thus practising Good Copyright Governance. Licensing revenue is redistributed to our members, ensuring the Australian creative economy remains strong.

Copy and share from key publications

Specifically tailored to your industry, our Copyright Licence for PR, Communications, Advertising and Marketing Agencies gives you the right to copy and share hard copy and digital content from key publications, including:

- **Business newspapers** such as the Australian Financial Review suite and The Australian
- **Other newspapers and magazines** from Australia and other countries
- **Plus** journals, competitive analysis, market research data, graphs, tables and more.

Key benefits to your agency



Time efficiency

Enjoy an unencumbered flow of information and focus on your core activity



Ease of use

No need to negotiate licence fees with individual copyright owners



Peace of mind

Real compliance to protect your reputation and avoid potential litigation expenses



Collaboration

Share material internally, email articles to clients, and publish news content on your website or social media



Value

A tailored fee based on the number of employees and the specific rights your organisation needs

Share articles with your clients

The **'Client Sharing'** option in the Copyright Licence for PR, Communications, Advertising and Marketing Agencies provides rights for your agency to send newspaper and magazine articles to clients, and authorises clients to send newspaper and magazine articles to your agency.

Establish Good Copyright Governance

A Copyright Licence is a simple solution to ensure your organisation is practising **Good Copyright Governance**. It enables staff members to communicate content-rich material in real time while being confident that no one's copyright is being infringed. All Copyright Agency licensees can promote their organisation as a supporter of Australian creators by incorporating the Good Copyright Governance tick across their promotional channels.



Official supporter of Australian creators

Media Monitoring organisations, such as Isentia, Meltwater and Stream, are able to provide their customers with a set of internal sharing rights via the 'Downstream Licence'

Sharing content outside of the terms of the 'Downstream Licence' – for example putting a news article on your website, posting it to social media or emailing it out – requires an additional licence or permission, such as the Copyright Agency Licence.



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Terms, conditions, limits and exclusions apply.

This fact sheet is a guide only. Refer to the licence agreement for full terms and conditions.

For independent information on copyright please visit the Australian Copyright Council website www.copyright.org.au

Getting your licence is easy

To discuss your licensing options and obtain a customised quote, contact your industry representative below.

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