

2023

Risky business

Do you know how content is used within your business?



fiftyfive5

Part of **Accenture** Song

2 out of 3

white collar workers access published content in their role, so there's a good chance your employees are too

42%

access industry reports

38%

access newspaper articles

30%

access journal articles

26%

access magazine articles

25%

access research papers

These are being acquired through **websites, paid subscriptions, purchased copies** and **existing libraries** or received from **others in the business or external stakeholders**

How is content being used?

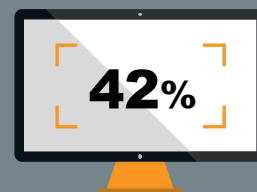
It's being downloaded...



are downloading journal articles, research papers or industry reports



are downloading newspaper or magazine articles



are taking screenshots of text, charts, graphs or images

It's being shared internally...



65%

are sharing via email or workplace platforms like Slack, Teams etc.



53%

are sharing via printed copies in meetings, training sessions or presentations



62%

are sharing via shared drives and storage platforms (e.g. OneDrive, Google Drive, SharePoint)



43%

are sharing via email or file transfer to external stakeholders



27%

are uploading to their organisation's public website

...and externally

Those in leadership positions are 2x more likely to share

Research was conducted by Fiftyfive5, an independent market research agency and consisted of a 10 minute online survey with 1,000 white collar workers across a range of industries and business sizes, followed by 21 depth interviews with a mix of white collar workers who are using and sharing text/images and those responsible for copyright compliance

Being able to download and share content helps businesses get ahead



49%

Keeping up to date with the latest developments



45%

Knowledge expansion



32%

Maintain best practices



24%

Marketing and promotion



23%

Market / competitor intelligence e.g. gathering information for work



22%

For design inspiration / use, e.g. decorating a report



But understanding of content usage across businesses is generally low

People only know what they see being stored and shared, which often limits awareness to direct teams

In larger organisations this leads to a belief that **content use is limited in some teams**

Those responsible for copyright compliance have slightly more oversight of team activity versus users, **but it's still limited**

People often assume that everyone uses content in a similar way to themselves, but often have no real idea

“People in my team share emails everyday, but I don’t know what happens across the business, it’s too big”

**Medical Technology,
Regional Manager**

“If sharing internally then I’d assume it’s ok, we are bound by confidentially in our employment contracts. If sharing with clients I assume if it’s free online it’s fine as they have access to it anyway, but if we’d paid for it, I’m not sure, would have to check”

**Governance,
Personal Assistant**

“I would think content sharing would be the same for staff as for me, every few days sharing a report or newspaper article, but I don’t know how compliant they are”

**Governance,
Paralegal**



Most businesses are unaware of potential licensing permissions and risk

Belief:

Half of white collar workers believe that if content (e.g. text, images, charts) is on the internet it can be copied/used by anyone

Reality:

Copyright still exists on the internet. Most websites contain a copyright notice or information about terms of use but even if they don't, copyright still applies

Belief:

I paid for a copy or for access, so I can do what I like with it

Reality:

Purchasing a copy of a publication or access to publications does not mean that you have purchased the rights to reproduce or communicate the material

"I've got no idea, I've never thought about it day to day. I would think the business would want to be compliant and make sure employees are doing the right thing but it's not communicated"

Professional Services



Only **7%** of workers are certain their business has a licence to copy and share articles and images



45% of employees don't think about complying with copyright laws when doing their role (and only **15%** think about it a lot)



505 million potential copyright infringements happen each year in Australian businesses

Most businesses underestimate the risk and potential consequences of copyright infringement



Low perceived risk and high perceived effort to get permission means most staff in businesses don't bother, especially when sharing and saving articles, images and charts internally

01

"No one else is worrying about it so why should I?"

Copyright law is not spoken about in the media or within organisations, so there is no pressure to do anything about it

02

"I don't know I'm not doing the right thing"

Most assume content has intentionally been made available and is not restricted and that paying to access is the same as paying to use. Some are not aware that any restrictions apply

03

"It's not worth my time or effort"

For day to day usage the time/hassle to investigate rights is seen to outweigh the perceived risk

04

"I won't get caught, and if I do the penalty is low"

Cultural complacency and low knowledge leads to overconfidence in compliance and underestimation of business risk (likelihood of getting caught and penalties)

05

"I want to do the right thing, but..."

Often the intent is there, but there is a gap between intent and reality with very few actively paying or supporting creators

Belief:
Copyright does not apply if I am only doing it for internal purposes

Reality:
Copyright law does not distinguish between a copy being made and shared with colleagues or to external parties

"It's not something that is on my mind day to day. The business doesn't worry about it, everyone in our industry does it, the risk is of getting a penalty is too low for it to be a priority"

**Manufacturing,
Product Development**



The research identified 3 mindsets when it comes to copyright compliance



CREATOR CHAMPIONS

SIZE

27%

WHO THEY ARE

People who want to **celebrate the content creators** by ensuring that others are accessing their content legally, and they are being paid if people copy and share it

WHAT THEY WANT

A solution that will allow them to **do the right thing**, protect their **reputation** and allow them to be seen to uphold good value.



COMPLIANCE CHAMPIONS

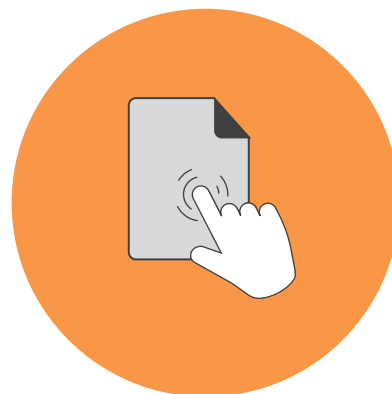
33%

WHO THEY ARE

People who want to **protect themselves and other staff members** from legal, reputational and financial risks due to low copyright awareness and compliance

WHAT THEY WANT

A solution that **protects their business** against current risk **without having to understand or investigate the complexity of copyright** or monitor compliance



CONVENIENCE CHAMPIONS

40%

WHO THEY ARE

Keen to get on with their work, this group **believe all content available online should be readily usable for work purposes**

WHAT THEY WANT

An **easy and cost efficient solution** to allow them to just get on with it

WHICH ONE ARE YOU?

Employees think organisations should do more to be copyright compliant



58%

believe it's their **organisation's responsibility** to be copyright compliant when they are downloading, copying, or saving content for work purposes



57%

believe their **organisation should do more** to be copyright compliant



51%

believe that people who create digital content should be **paid** if people copy and share it

"It's not my responsibility if it's easily available and no one in the organisation is telling me otherwise.

I'd assume if it's an issue someone would say something"

**Governance,
Paralegal**

"Compliance is important for our business risk; the leadership team are risk averse. I know we probably should be doing more checks, but the time it takes when you need to do things quickly means it doesn't always happen"

**Governance,
Compliance &
Comms Analyst**

"I think it's about how much effort has gone into producing it, if it's hard to produce then it should be rewarded. It can add such value to have good content, but it's hard to know what the guidelines are"

**Manufacturing,
Product
Development
Manager**



What you need to know

01

Copyright protects literary works used by staff in Australian organisations such as newspaper and magazine articles, journal articles, industry reports and trade publications

02

Accessing literary works either via a subscription, purchasing a copy, downloading from a website or other means (such as being sent a copy) does not mean that you have purchased or obtained the rights to copy, share or digitally store the material

03

The research shows that copyright material is being copied and shared in Australian organisations often without awareness of when a licence may be required

04

Employees expect businesses to take responsibility when it comes to being copyright compliant so they can download, copy, or save content to help them do their job

Find out more

This research was conducted by Fiftyfive5 on behalf of Copyright Agency Limited. For more information contact licence.enquiries@copyright.com.au, or visit copyright.com.au

Fiftyfive5, part of Accenture Song is a customer insight-led strategy consultancy founded in 2010. It is one of APAC's fastest-growing consultancies and works extensively across the region, with five offices, and 200 of the industry's best market research talent.