

Copyright licence for PR and communications agencies

Independent research by [FiftyFive5](#)
shows that:

70%

of PR professionals download
news or magazine articles from
publisher websites

65%

share content via email or file
transfer to external shareholders

56%

of Australian professionals use
GenAI tools

58%

of users copy and paste news
items into AI prompts

Most text and images works are covered by copyright. If your employees copy and share articles, snippets, extracts 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
- Social media
- Industry publications

Our Copyright Licence for PR and Communications Agencies is a blanket licence that gives your agency permission to:

- Upload articles from Australian newspaper publishers into AI tools or use them as prompts,
- copy, share and store third-party text and images within your organisation, and
- share selected content externally.

Specifically tailored to your industry, our licence gives you the right to legally copy, share and store content from business newspapers such as the Australian Financial Review and The Australian, as well as other prestige titles from Australia and other countries..

Sharing articles

Many PR professionals assume that a media monitoring platform subscription grants permission to share articles with clients, display them online, or post them on social media, but this is not the case. Additionally, agencies are not covered under their client's media monitoring service.

The 'Client Sharing' option in the Copyright Licence for PR and Communications Agencies allows your agency to legally send newspaper and magazine articles to clients; and clients to share articles with your agency.

This licence ensures that content sharing between your agency and clients is ethical and legal, protecting both parties from reputational risk and potential litigation.

Benefits of the licence

Cost effective

A tailored fee based on the number of employees and your client sharing needs

Share media coverage with clients

Assurance that your exchange of content is legal and ethical including when using GenAI tools to analyse or summarise coverage to share with clients, or vice versa

Elevate your brand

Showcase your media coverage on your website, social media, in pitch decks, showreels, presentations and annual report

Flexibility

No need to negotiate licence permission and fees with individual copyright owners – copy anything with ease of use, we handle everything else

Safeguard reputations

Avoid litigation, costly infringement claims and reputational risk including from non-compliance with AI tool terms and the use of third-party material in prompts

Be recognised

Show leading Australian companies you're an ethical and responsible agency by holding a copyright licence

"We needed a cost-effective solution that would allow us to promote our success stories while ensuring legal compliance and ethical responsibility in sharing media coverage.

Copyright Agency
offered us an
ideal solution."

Deanna Nott
Managing Director,
Wings Public Relations



Wings is an award-winning public relations firm with over thirty years of strategic communications experience.

A Copyright Agency licence enables agencies to showcase media achievements and be confident they are adhering to legal requirements.

Copyright Agency is an Australian not-for-profit representing over 40,000 creators, including publishers, authors, and artists. It provides licensing solutions that allow businesses to legally copy, share and store content while ensuring creators are fairly paid.

**Getting a licence is easy—
[contact us for a quote today!](#)**