



Copyright compliance through the Professional Services lens

COMPANY PROFILE

BDO is one of the world’s leading audit and accounting organisations, operating in 166 countries, with more than 119,611 highly skilled people worldwide working across 1,800 offices. In Australia, a team of more than 2,873 people provide quality driven Audit, Tax and Advisory services to clients of all types and sizes, from large corporate organisations to private businesses, government and public sector organisations, entrepreneurs and individuals across an array of industry sectors.



A Professional Services Industry Copyright Case Study

Photo: Jirapong Manustrong

CHALLENGE



SOLUTION



RESULT

BDO needed to find a solution that would provide the necessary permissions for its staff in all of its Australian offices to work efficiently with local and global content, such as daily news, research and reports. After reviewing their activities, they realised that much of the information they reuse resides online and is invariably protected by the owners’ terms and conditions. “Our thought leadership is often reported in the media and we wanted to ensure we could legally reuse and share this material internally across our offices, and externally with our partners, clients and other stakeholders,” says Janet Glasper, Chief Marketing Officer.

Being an industry leader in professional services, BDO understands the consequences of using copyright material without permission and how that could impact on its reputation. “We support copyright governance in the same way that we are dedicated to compliance with laws and regulations.” Conversations with a Copyright Agency Senior Licensing Consultant helped the BDO team to narrow down their needs. “As we are sharing information between multiple offices, not to mention with our clients, we were conscious of common misconceptions around copyright that could leave compliance gaps, and we decided that an umbrella copyright licence was the best way to manage risk.”

Whilst much of the content BDO consumes is from Australian publishers and researchers, they also needed to be covered for the reuse of their global content. The Copyright Agency licence gives BDO staff the flexibility to share and reuse a wide range of material wherever they are, including when they are working remotely or overseas. It also allows them to share content externally without having to check in with the copyright owners first, which helps streamline client meetings, conferences, presentations and web and social media updates. “Our licence gives us peace of mind as permission is already granted across our business. We can simply get on with our core business,” says Janet Glasper.



“GenAI is transforming the way businesses operate, and it’s no different at BDO in Australia. Inclusion of the GenAI rights allows our people to continue using Australian newspaper content in their AI-driven workflows to drive efficiencies, enhance the quality of our work, and improve client services.”

Janet Glasper
Chief Marketing Officer
BDO in Australia