

A **BUSINESS LICENCE** ALLOWS ORGANISATIONS TO LEGALLY COPY, SHARE, AND USE THIRD-PARTY CONTENT, INCLUDING IN GENAI TOOLS

# Copyright Licence for businesses

It's easy to breach copyright laws by inadvertently copying and sharing content without permission. Most text and visual works are covered by copyright. If your employees copy and share text and/or images that were created by others, they'll usually need permission from the copyright owner to do so.

Text and images protected by copyright may include:

- news and magazine articles
- journal articles
- books
- conference papers, research reports
- website content

Research conducted by independent market research agency FiftyFive5\* shows that:

**2 OUT OF 3** white-collar workers regularly access published content in their role, often downloading, copying and sharing it.

**64%** of white-collar workers use GenAI tools

**59%** copy and paste news items into AI prompts

**83%** cite compliance and risk as key concerns

**59%** would have greater peace of mind if their organisation had a copyright licence that allowed use of third-party content in AI tools for work

Millions of potential copyright infringements happen each year in Australian businesses

## What is a Business Licence?

Copyright Agency's Business Licence is a blanket licence that provides organisations with permission to copy, store, share and use published content without needing to obtain permissions from individual copyright owners.

THE LICENCE COVERS COMMON WORKPLACE ACTIVITIES INVOLVING THIRD-PARTY CONTENT, INCLUDING:

- organisation-wide copying and internal sharing rights for digital, online and print content, including newspapers, magazines, journals, books, websites and other published works
- use of Australian newspaper and selected licensed content in GenAI tools and workflows
- sharing Australian newspaper content and AI-generated outputs externally
- use of AI-generated outputs in internal and external reporting, communications and collaboration workflows, including summaries, briefings, white papers and partner communications
- use of third-party content in staff training, education and internal knowledge-sharing activities
- storage and sharing of published content for regulatory, compliance and record-keeping purposes
- additional rights beyond media monitoring licences, including content copied directly from websites and other published sources

## Unlock the use of trusted content in GenAI

Generative AI tools are now part of everyday business workflows. Employees commonly upload documents, paste articles into prompts and use AI-generated outputs in communications.

The Business Licence enables organisations to use high-quality published content in GenAI tools, with permissions in place to support compliant AI use.

- Use Australian newspaper content in GenAI tools
- Use selected journal, book and trade publication content
- Share AI-generated outputs internally and externally

## Why organisations use the licence

- One agreement covering millions of published works
- Supports responsible and compliant use of content in GenAI tools
- Reduces copyright and governance risk associated with content sharing and AI workflows
- Avoids the need to negotiate permissions with individual copyright owners
- Helps protect organisational reputation through ethical and compliant content use
- Supports efficient business workflows involving published content

## Key benefits to your business

- **Efficiency** – Supports everyday workflows involving content sharing and GenAI use
- **Governance** – Helps organisations manage copyright obligations and responsible AI use
- **Flexibility** – One licence covers copyright material from millions of sources
- **Peace of mind** – Reduces risk of infringement claims and reputational harm
- **Learning and innovation** – Access to copyright training and educational resources

## Copyright Agency

Copyright Agency is an Australian not-for-profit representing over 40,000 creator members, including publishers, authors and artists.

Through agreements with overseas copyright organisations, our licences also cover international published content.

We support responsible use of published content in business and GenAI workflows while ensuring creators are fairly remunerated.

Scan to go right to the website



Getting a licence is easy. Contact us to discuss licensing options for your organisation.

Call 1800 066 844 or email [licence.enquiries@copyright.com.au](mailto:licence.enquiries@copyright.com.au)

\*FiftyFive5 research on third-party content and GenAI use

\*\* This fact sheet is a guide only. Limitations apply to website and social media use of outputs.

Refer to the licence agreement for full terms and conditions.

For independent information on copyright, visit the Australian Copyright Council website [copyright.org.au](http://copyright.org.au)

The Federal Government also provides some guidance for businesses who use copyright materials:

Attorney General's Department: <https://www.ag.gov.au/rights-and-protections/copyright/copyright-users>

Australian Business Licence and Information Service (ABLIS): <https://ablis.business.gov.au/service/ag/copyright-access-licence/216>