

A COPYRIGHT LICENCE ENSURES YOU CAN LEGALLY COPY, SHARE AND USE MEDIA COVERAGE - INCLUDING IN AI TOOLS

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 stakeholders

56% of Australian professionals use GenAI tools

58% of users copy and paste news items into AI prompts

PR and communications agencies regularly use third-party content in media reporting, client communications, pitch decks, presentations, social media and GenAI workflows. Without permission from copyright owners, these everyday activities may create copyright, governance and reputational risks for agencies and clients. This includes content from:

- Newspapers and magazines
- Online news websites
- Social media
- Industry publications
- Journals, books and research content

What is the Copyright Licence for PR and communications agencies?

Our Copyright Licence for PR and Communications Agencies is a blanket licence that provides agencies with permission to copy, store, share and use published content without needing to obtain permissions from individual copyright owners.

The licence covers common agency activities involving third-party content, including:

- copying and internal sharing rights for digital, online and print content
- sharing media coverage and selected content externally with clients and stakeholders
- use of Australian newspaper and selected licensed content in GenAI tools and workflows
- use of AI-generated outputs in internal and external reporting, communications and collaboration workflows, including summaries, briefings, white papers and partner communications
- use of published content in presentations, pitch decks, showreels, reports and submissions
- additional rights beyond media monitoring licences, including sharing with clients and making copies directly from websites and other published sources
- authorising clients to share their media coverage with the agency for review, analysis and reporting

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 media coverage with clients

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

Why agencies use the licence

SHARE MEDIA COVERAGE WITH CLIENTS

Supports legal and ethical sharing of media coverage, articles and AI-generated outputs between agencies, clients and stakeholders.

ELEVATE YOUR BRAND

Showcase media coverage across websites, social media, presentations, annual reports and client communications.

FLEXIBILITY

One licence covering content from millions of Australian and international published sources, without needing to negotiate permissions with individual copyright owners.

SAFEGUARD REPUTATIONS

Reduce the risk of copyright infringement, unauthorised client sharing, reputational harm and governance issues associated with the use of media coverage, published content and GenAI tools.

BUILD CLIENT TRUST

Show clients and stakeholders that your agency takes responsible content and AI governance seriously. Licensed agencies may be listed on the Copyright Agency website, helping organisations identify suppliers that support compliant and responsible use of published content.

COST-EFFECTIVE

Pricing tailored to employee numbers and client-sharing requirements.

Unlock trusted content for GenAI use

Generative AI tools are now part of everyday agency workflows. Teams commonly use AI tools to analyse, summarise and incorporate published content into client reporting, briefings, presentations and communications.

The licence enables teams to confidently use published content in GenAI workflows with permissions in place for responsible and compliant use.

This includes the ability to:

- use Australian newspaper content in GenAI prompts and workflows
- use selected journal, book and trade publication content
- share AI-generated outputs internally and externally, subject to licence terms

“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.

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!**

Call **1800 066 844** or
email licence.enquiries@copyright.com.au

The Australian Government provides information on copyright: Attorney General's Department and Australian Business Licence Information Service (ABLIS). For independent information on copyright, visit the Australian Copyright Council website: www.copyright.org.au

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