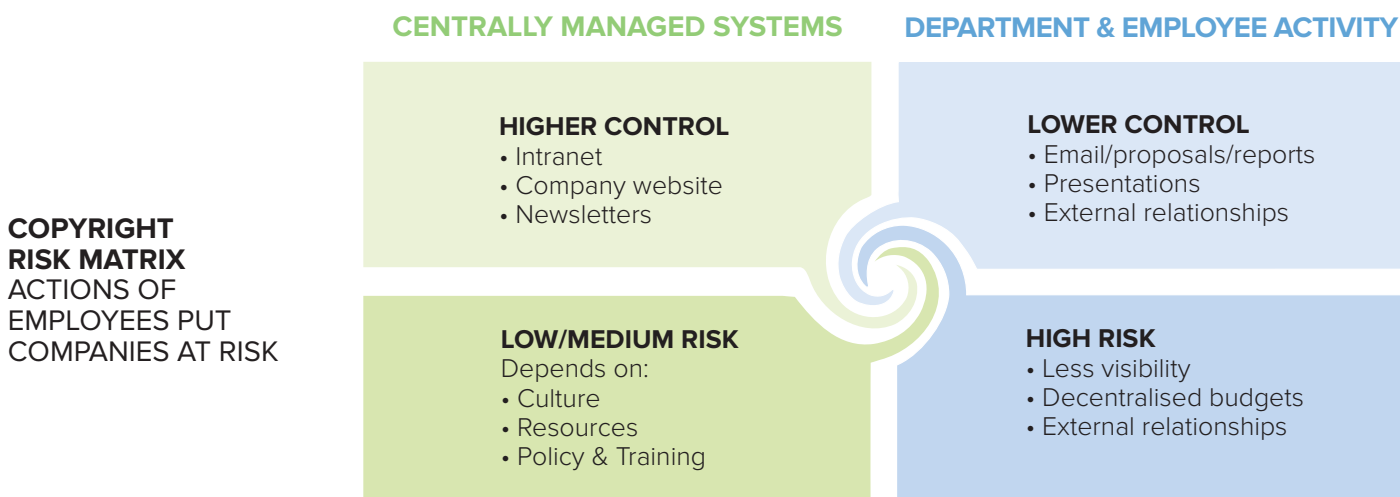


# IS YOUR ORGANISATION INFRINGING COPYRIGHT?

## CORPORATE VS INDIVIDUALS/DEPARTMENTS

WHILE CORPORATE INITIATIVES LIKE THE COMPANY WEBSITE AND THE INTRANET CAN BE SOMEWHAT CONTROLLED, POLICING DEPARTMENTAL AND INDIVIDUAL EMPLOYEE ACTIVITY IS MUCH HARDER TO DO.



### EMPLOYEE ACTIVITY FREQUENCY OF INFRINGEMENT

Research\* has shown that for an average modern digital workplace, copyright is often overlooked in employee communication:

- 81% of employees share information (e.g. articles, reports, research, excerpts, pictures, clips etc) internally within the organisation multiple times a week, mainly via email
- 45% share information externally with clients multiple times a week

### EMPLOYEE ATTITUDE THE CAUSE OF INFRINGEMENT

- Only 47% of employees think about copyright when forwarding content, 23% don't think about it at all, while another 31% are ambivalent.
- 51% of employees believe content taken from the internet or from print sources (e.g. magazines or newspapers) is okay to share without checking for permission
- On average users forward content 13 times each week to an average of 13 people each time

### POTENTIAL INFRINGEMENT EPISODES TYPICAL COMPANY EXAMPLE

Assuming a company with 1,000 employees:  
Forwarding content 13 times a week = 13,000 communications  
To an average of 13 people = 169,000 instances of down-streaming in a week  
If third party copyright material is included in only 5% of cases = 8,450 a week

**= 405,600 potential copyright infringement exposures per year (48 weeks)**

\* Outsell Inc. 2010 Research Report

**OBTAIN A LICENCE FROM THE COPYRIGHT AGENCY TODAY AND BE COPYRIGHT COMPLIANT**

**© COPYRIGHT AGENCY**

Level 15, 233 Castlereagh Street Sydney NSW 2000 t: 02 9394 7600 e: copyrightaccess@copyright.com.au www.rightsportal.com.au