

RightsDirect

INFORMATION USAGE REPORT

RightsDirect

A Copyright Clearance Center Subsidiary

"This survey is an eye-opener. I will find out what our policy exactly is and how we enforce this. I'm not sure we are 'cutting edge,' where I think we should be. Many thanks."

Executive, UK, small company

In the digital workplace, anyone can share and store information with a simple click of a button. Like never before, digital content is at the fingertips of your organization's workforce. A 2014 survey by research and advisory firm Outsell, Inc. finds that 42% of employees share information weekly with their immediate colleagues and 57% are storing copies for later use weekly or daily. Yet very few survey participants were aware that additional rights may be needed to re-use the content internally. More than half (51%) say their organization does not have a copyright policy, or if it does, they don't know what it says.

Organizations around the world are committed to protecting intellectual property and strive to be socially responsible leaders in their industry. It would only make sense then to respect the intellectual property and creative works of others. As evidence shows, however, there are misconceptions about copyright and a lack of awareness when it comes to copyright policies. In addition, global organizations face the difficulty of operating in multiple countries – each with its own set of copyright regulations.

RightsDirect engaged research and advisory firm Outsell to analyze trends related to information consumption, sharing and copyright. The results of the survey, which included participation from employees in several European countries, can help you better understand information consumption patterns, identify areas where you may be at risk and strengthen your copyright compliance program.

This report divides the survey findings into the following categories:

1

FREQUENCY OF SHARING
INFORMATION

2

FREQUENCY OF STORING
INFORMATION

3

ATTITUDES TOWARD
COPYRIGHT

Survey Methodology

Outsell, Inc. with offices in California and London, is the world's only research and advisory firm focused solely on media, information and technology. Based on briefings from and input on survey design by RightsDirect, Outsell conducted primary quantitative research and analysis through multilingual online surveys in multiple European countries, including the UK, Ireland, France, Germany, Austria and Switzerland. Respondents were recruited from panels of professional employees in research-intensive industries. Outsell surveyed over 300 business professionals across all countries, achieving a 95% confidence level for its findings in the total group with a margin of error of plus/minus 5.7%.

The following is an overview of background data on survey participants.

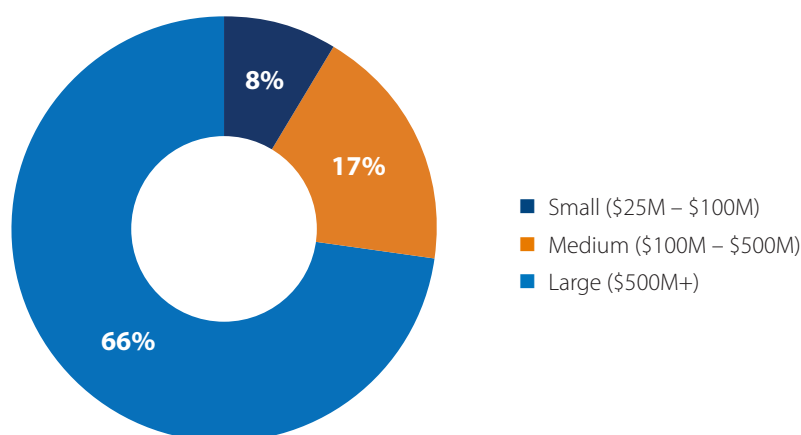
Respondents at a Glance

Figure 1. Respondents by Primary Functional Area



Source: RightsDirect Information and Consumption Use Survey – UK and Europe 2014.
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Figure 2. Company Annual Revenue



Source: RightsDirect Information and Consumption Use Survey – UK and Europe 2014.
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Figure 3. Job Level

	Germany, Austria & Switzerland	France	UK & Ireland	Total
Executive	6	43	17	66
Middle Management	53	48	62	163
Individual Contributor	56	9	26	91
Total	115	100	105	320

Source: RightsDirect Information and Consumption Use Survey – UK and Europe 2014.
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Businesses Rely on Published Information

37% of publications shared in a professional environment are published outside of the organization, thus requiring the company to check its copyright compliance and, most often, to seek permission of the copyright holder, as figure 4 shows. Since sharing is part of collaboration, it makes sense that 55% of people surveyed by Outsell are sharing information with more than 5 people at a time.

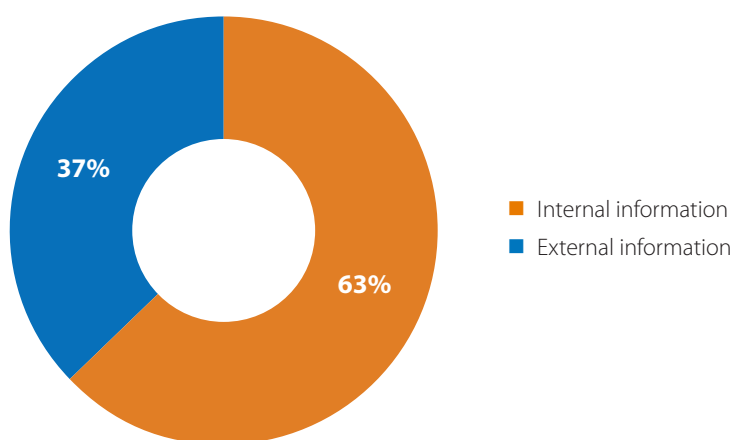
Sharing Information Is Critical

Sharing information is widespread within the organization. Only 6% don't forward information to anyone and the average number of people with whom information is shared is 18. According to Outsell, almost half of participants (42%) share weekly or daily with immediate colleagues. Roughly 27% share across functions and borders.

External sharing is much less prevalent than sharing within an organization. Approximately 15% of total respondents share weekly with outside parties.

Figure 4. Source of Information Shared

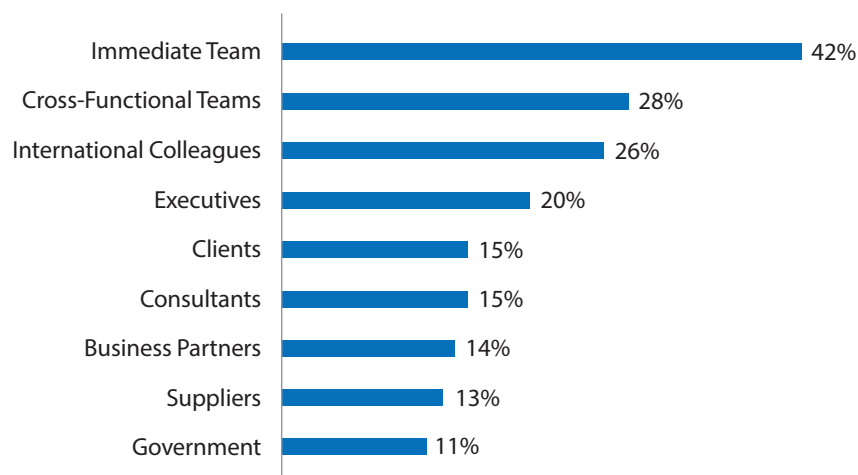
More than one-third of information shared today is externally published and therefore the property of third-party copyright holders.



Source: RightsDirect Information and Consumption Use Survey – UK and Europe 2014.
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Figure 5. Weekly Content Sharing... And Sometimes Daily

Sharing information in and outside of organizations happens quite regularly – daily or several times a week.



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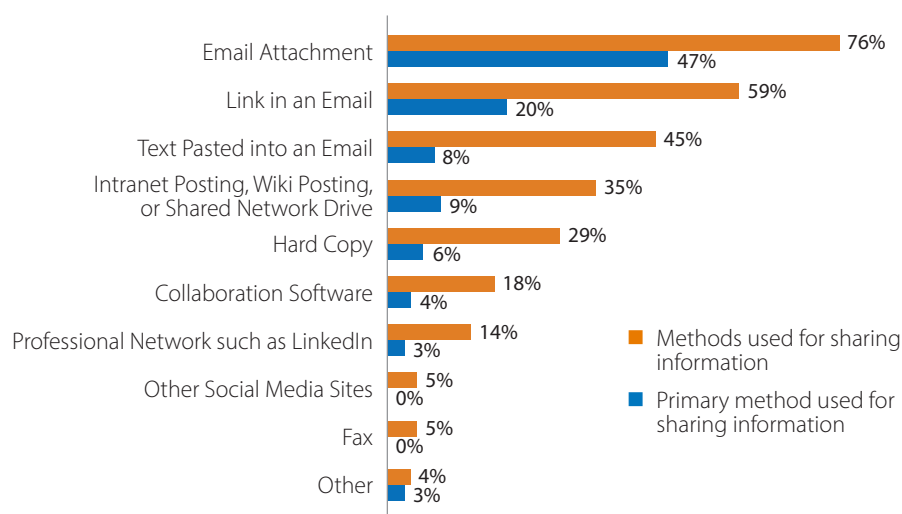
Email Dominates Sharing Methods

Email is the most popular method of sharing information. 76% of survey participants commonly use email attachments for sharing published content with colleagues.

Almost half claim it is their primary information sharing method. 59% of survey participants share links and 45% paste text in the body of the email. Sending the content (rather than a link), either in text or as an attachment, may well trigger copyright compliance obligations.

Figure 6. Delivery Methods of Sharing Information

Sending emails is by far the most widely used way of sharing information. Among other methods of sharing, intranet posting is the most popular.



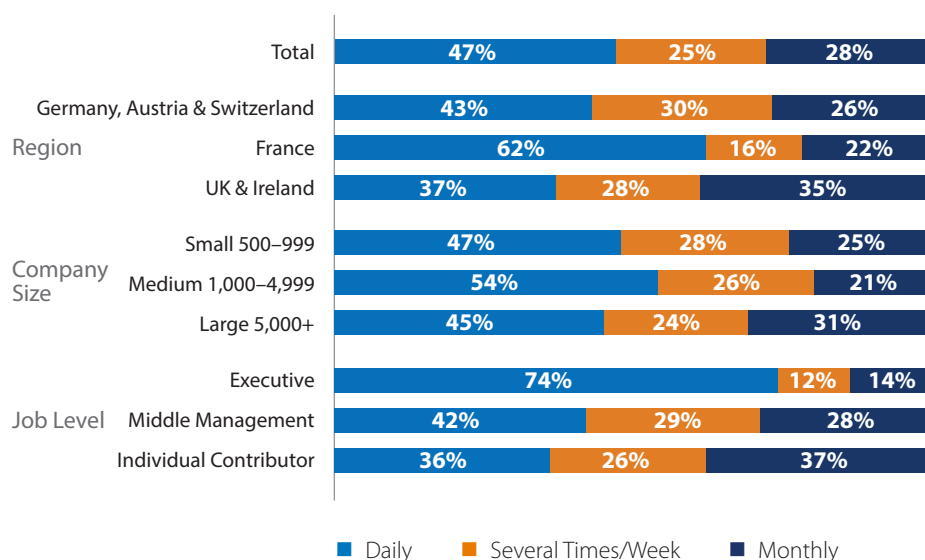
Source: RightsDirect Information and Consumption Use Survey – UK and Europe 2014.
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Executives Stand Out from the Crowd

Corporate executives are on the receiving end of information. Nearly 75% of executives receive published information weekly or daily from a colleague or business partner.

Figure 7. Frequency of Receiving Information

Nearly half of all respondents receive externally published information daily or at least several times a week. Executives receive externally published information with a much higher frequency than others.



Source: RightsDirect Information and Consumption Use Survey – UK and Europe 2014.
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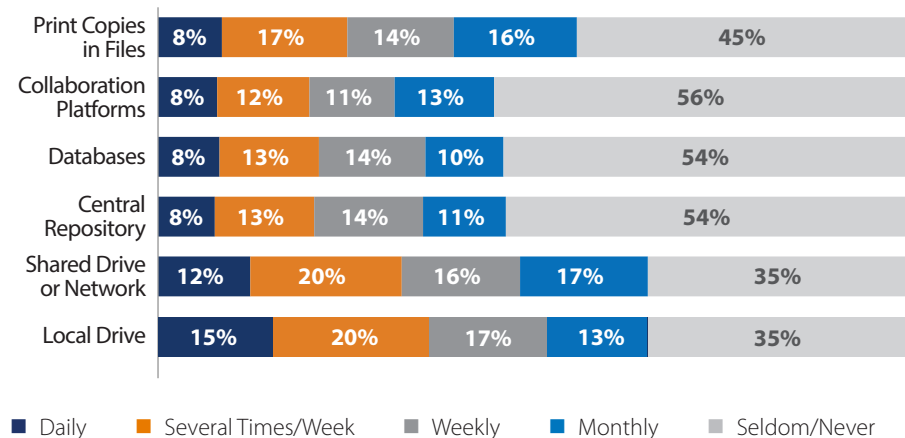
Storing Information is More Frequent than Sharing

57% of all respondents confirm that they store externally published information; that is a slightly higher percentage than all respondents who share on a weekly basis with their immediate team (42%).

Storing published information is quite common across a number of media platforms: 45% store in shared databases and 65% in shared networks at least monthly, weekly or even daily.

Figure 8. Storing Content Weekly... And Sometimes Daily

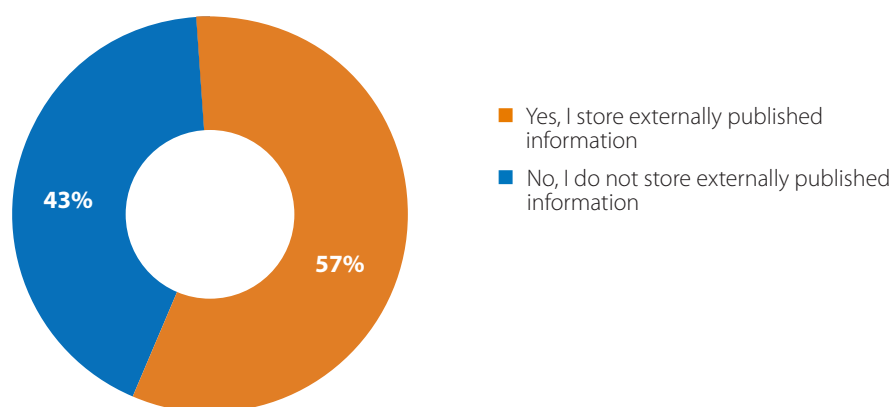
Professionals store most frequently on shared networks. Few of them know that storing published information may require the purchase of additional storage rights from the copyright holder.



Source: RightsDirect Information and Consumption Use Survey – UK and Europe 2014.
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Figure 9. Storing Externally Published Information

A significant majority of survey participants (57%) is storing articles, chapters and other selections from external publications for business purposes.



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Attitudes towards Copyright Are Inconsistent

Almost 90% of survey participants agree on the importance of protecting intellectual property and 77% would like their organization to be perceived as a socially responsible leader. However, these attitudes do not necessarily carry over to daily practices when it comes to respecting the intellectual property of others. 73% are convinced that it is acceptable to share company purchased information internally while 75% think the same is true for content obtained for free online. And 53% will forward any and all relevant information in mission or time-critical situations.

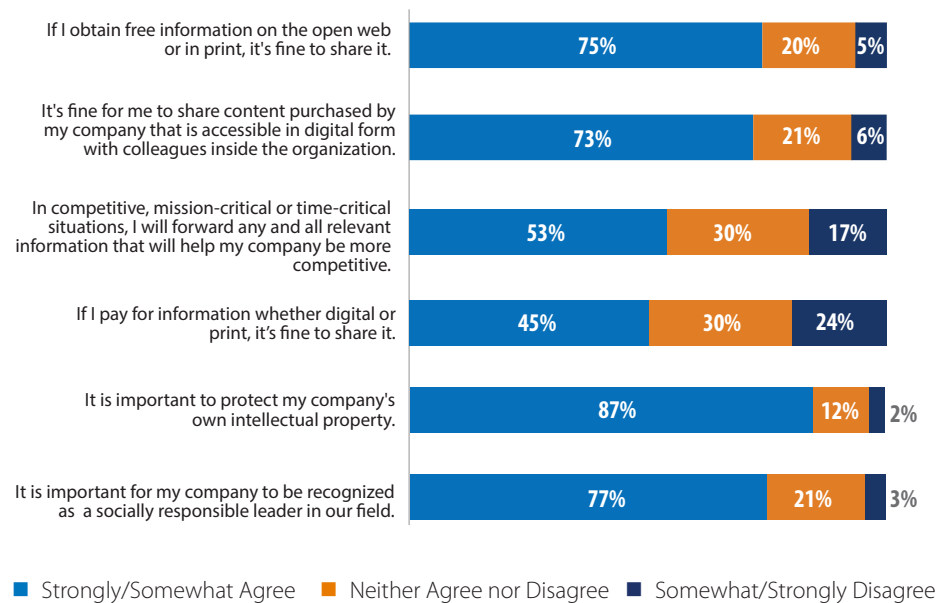
Generally speaking, articles obtained via subscription, paid download or free download do not give the user the right to share, store or otherwise re-use the material. The user may be required to get permission for these uses from the publisher.

Employees Lack Awareness of Copyright Policies

A little over half of the survey respondents indicated they are unclear about their organization's copyright policy: 51% say their organization does not have a copyright policy, or if it does, they don't know policy details.

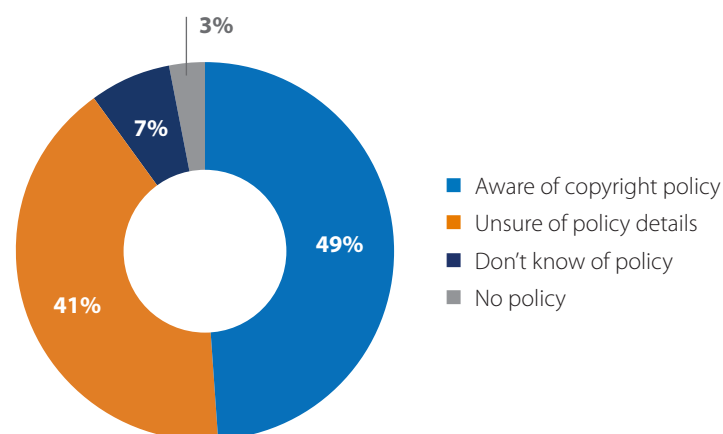
Figure 10. Misconceptions about Copyright

Many employees lack a fundamental understanding in what is covered by copyright law, putting businesses at risk.



Source: RightsDirect Information and Consumption Use Survey – UK and Europe 2014.
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Figure 11. Are You Aware of Your Organization's Copyright Policy?



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*"Our company respects
copyright laws and expects
all employees to comply."*

Middle Manager, Switzerland,
large company

Making Copyright Compliance Easy

The good news: There are things you can do to minimize your exposure to copyright infringement. A copyright policy along with regular staff training and a point of contact for copyright-related questions can help to address the lack of copyright awareness in your organization. A better and more comprehensive solution includes an annual copyright license that simplifies the licensing of content and helps your employees to use copyrighted materials without having to seek multiple individual permissions. For instance, the **Multinational Copyright License** offered by RightsDirect allows for cross-border sharing of copyrighted publications and covers millions of usage rights from over 12,000 international publishers.

About Outsell

Outsell, Inc. is the world's only research and advisory firm focused solely on media, information and technology. We use a time-tested, quality-proven, top-secret blend of data, brains, community and pizzazz to produce extraordinary value for our clients. Elite information industry executives from all over the world look to Outsell for trusted advice, bold insights and confidential access to exclusive intelligence and decision support. Outsell has your back. You'll stay more focused, save time, grow revenue in a fast-changing global digital environment and sleep better at night. Copyright 2014 Outsell, Inc. www.outsellinc.com

About RightsDirect

RightsDirect, a wholly owned subsidiary of Copyright Clearance Center (CCC), provides licensing and information management solutions that make copyright compliance easy, allowing companies to manage permissions and share the most relevant digital content across borders. Together, CCC and RightsDirect serve more than 35,000 companies and over 12,000 publishers around the globe. www.rightsdirect.com

To learn more about copyright in a global business environment, please download our informational videos and white papers or register for our webinars at www.rightsdirect.com/copyrightresources



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