



# Content usage and copying amongst UK professionals

**Spotlight: UK Legal Sector**

**Copy, Right**

Research conducted and delivered by CLA – April 2023  
A total of 846 individuals took part in this survey, 81 of those from the legal sector



## About the research

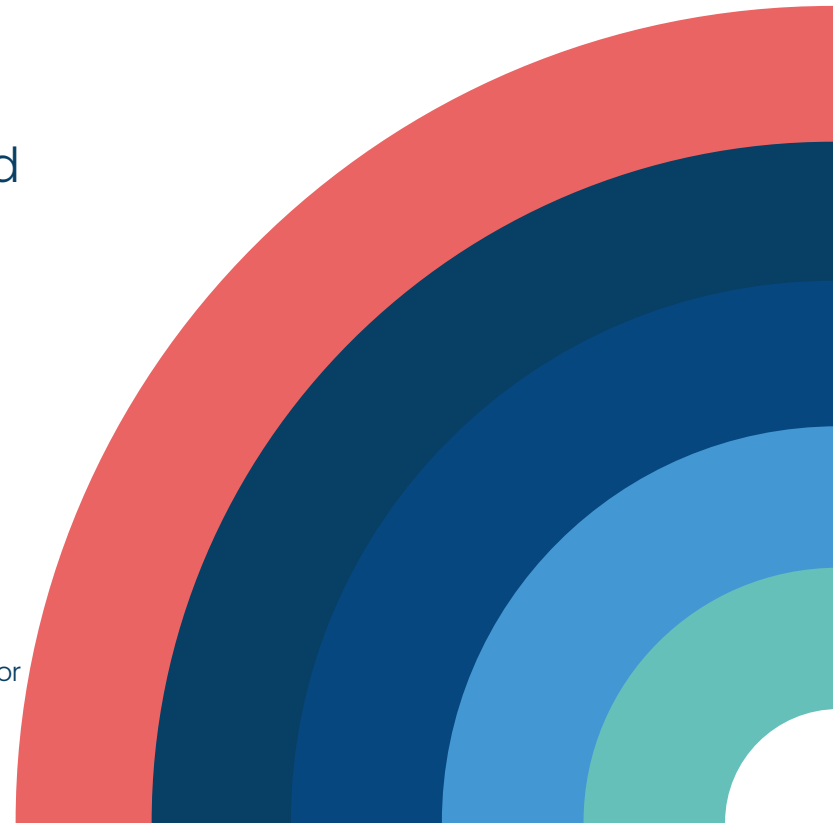
This study emerged from a survey exploring how published content is used amongst UK professionals, offering insight into how professionals think and behave in context of content use and sharing.

The data within this report focuses on the UK legal sector and highlights the requirement of organisations to ensure a clear and robust copyright policy in place. This not only aids in preventing copyright infringement but also ensures fair remuneration when content is used and copied.

This survey was commissioned by Copyright Licensing Agency (CLA).

The findings are based on a sample of 765 professionals which included a subsample of 81 working in the legal sector

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# No. of sources used

**Content is at heart of collaboration** and is critical to the sharing of ideas. In particular, the UK legal sector relies heavily on the dissemination of published content from a variety of sources to aid legal professionals exchange knowledge, collaborate on cases, and keep clients informed.

On average, respondents to the survey rely regularly on

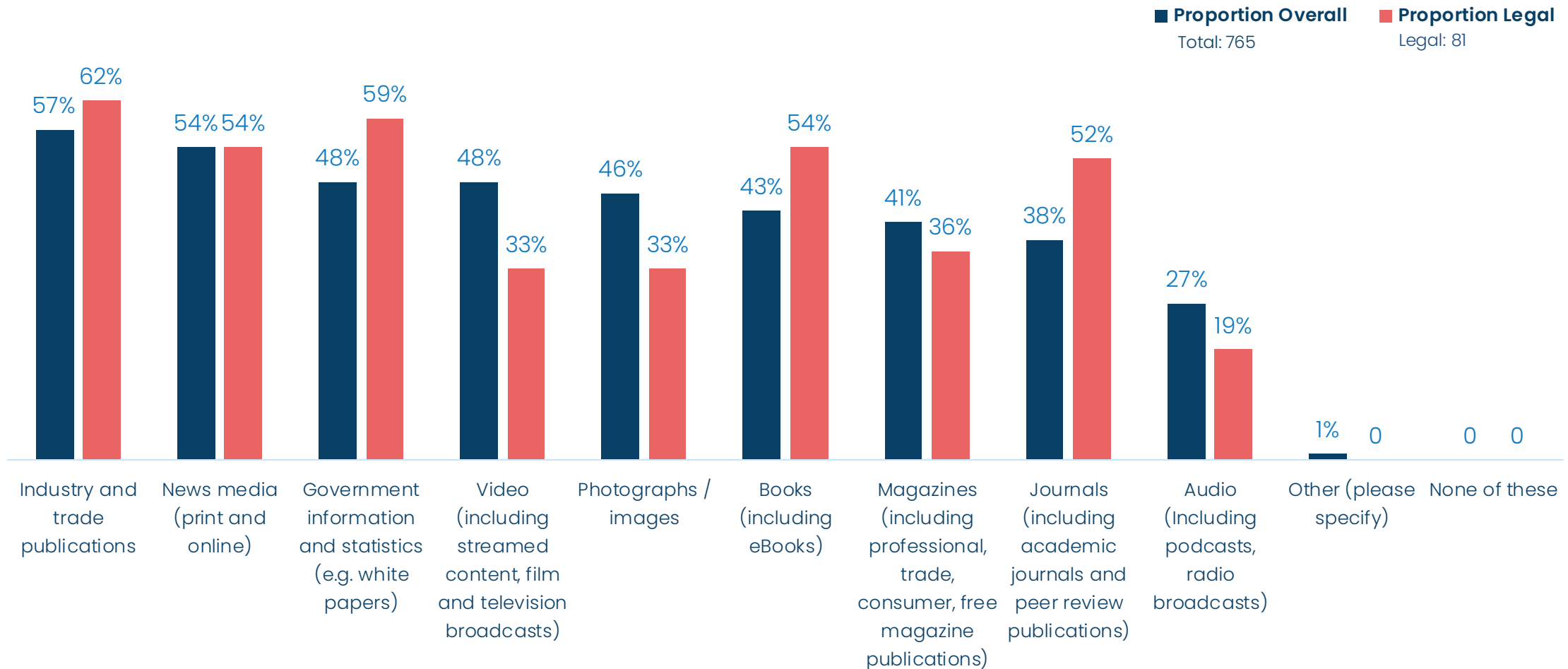
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different sources of information in the course of their work

- On average, professionals in the UK rely regularly on a combination of **four distinct information sources as part of their work**, including industry publications, news media, books, journals, videos, and images. Those in larger companies and senior roles use more sources. The average number of information sources for all UK professionals in the legal sector was similar to this figure, of 4.
- Senior professionals and those in management used closer to 5 different sources of information.

Base: A1. Which, if any, of the following sources of information do you use in the course of your work? (n=765 n1 [legal]= 81 )

# Sources of information



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# Information sources used

The previous graph demonstrates that Industry publications, News media, Videos, Photos/images & Govt. statistics are most used across the overall proportion of respondents.

Professionals that are copying and sharing from Books, Journals and industry publications require the appropriate permissions or licences to do so, **emphasising the requirement for clear copyright policies to be in place to mitigate the risk of infringement.**

- **The use of these sources becomes more prominent among respondents from the legal sector, reaching 54% for Books, 52% for Journals, and 62% for Magazines.**

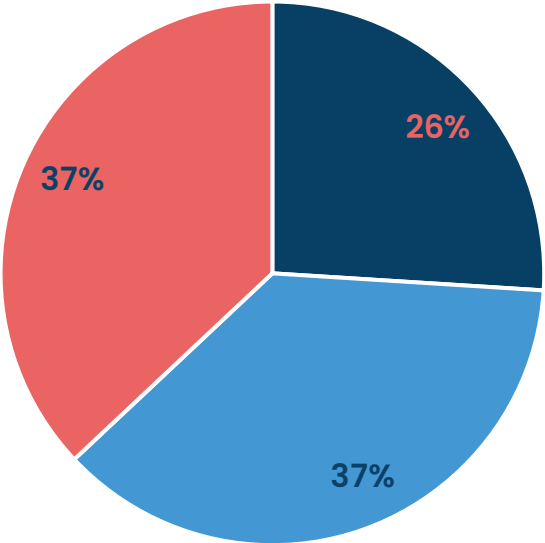
It's unsurprising to see that Government information and statistics are a higher proportion in the legal sector respondents. Although many are open source and free-use material – it is important that professionals across all organisations are clear on the content sources which do, and do not qualify for free use, and are licenced accordingly to share and copy this content with the appropriate parties.

# Content medium

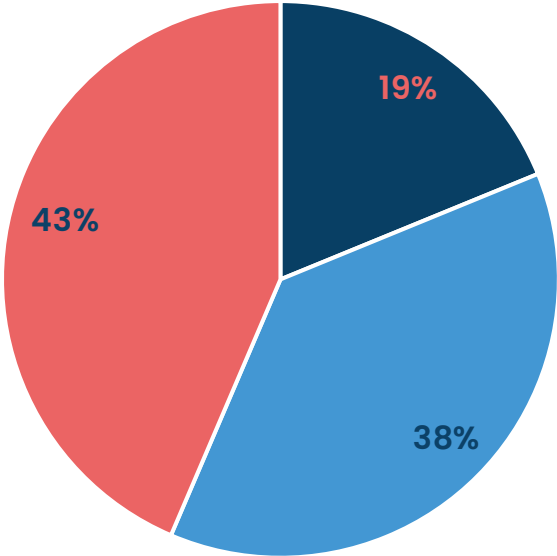
On average 74% of content that is being used is digital and web-based. **This compares to the legal sector where 81% of content is digital and web-based.**

- Print, that is a hardcopy original
- Digital, that is content that can be accessed offline in a digital format (i.e. as a pdf, eBook )
- Website, that is online content accessed via a domain name or URL

Split All Respondents



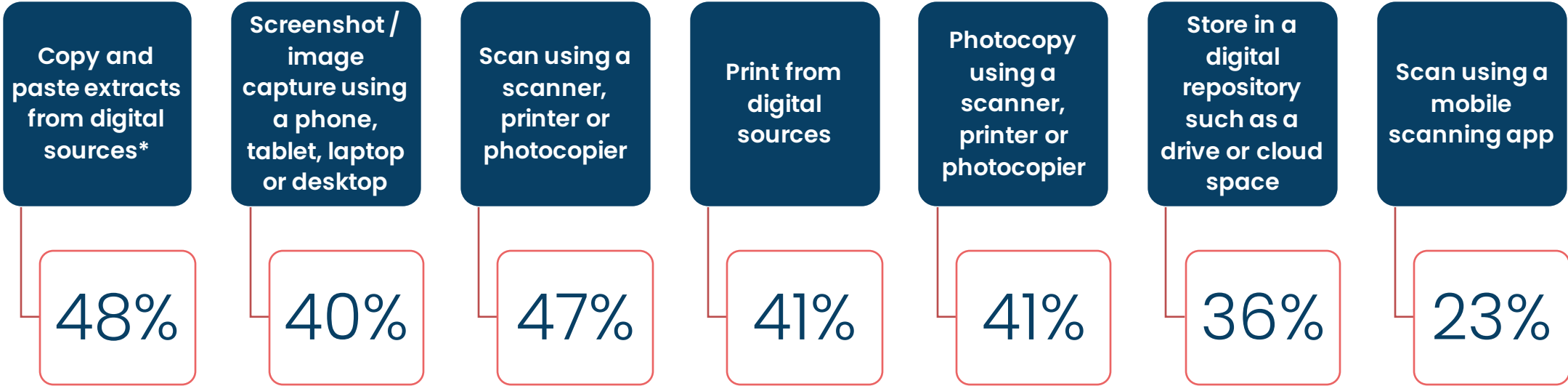
Legal Percentage Split



Base: A6. Again thinking about the range of journals, books, news, magazine and web sources that you use, approximately, what is the split between print, digital and website sources? (n=736 n1 [legal]= 80 )

# Method of copying

With the majority of content being consumed digitally or via the web, copy & paste and screenshots are favoured.



\*'Copy and paste extracts from digital sources' – compares to 58% in legal sector respondents

Base: A9. In which of the following ways do you copy, reproduce, or make extracts from these sources of information? Those copying, reproducing or making extracts from at least one source - (n=663, n1 [legal]= 67 )

# The value of copying and reusing content

To provide important sources of reference material

56%

% of respondents from the legal sector

To support my training and development

58%

% of respondents from the legal sector

To stay in touch with my industry

51%

% of respondents from the legal sector

This underscores the **substantial demand for content** within various business sectors, including the legal field, while also emphasising the **recurring risk of infringement that organisations encounter when they lack proper policies and licences.**

Base: A4: What do these sources of information help you to do? (n=765 n1[legal]= 81)



# Confidence in understanding copyright best practice

Less than half show a high-level of confidence they understand best practice

**40%**

**of UK professionals responding to the survey claim to have a high-level of confidence that they understand best practices to reduce the risk of infringing copyright**

(a high-level of confidence is defined as scoring 6-7 on the 7-point confidence scale)

**Do employees in your organisation understand best practices and how to avoid copyright infringement?**

Base: B3. How confident are you that you understand the best practices to reduce the risk of infringing copyright? Please answer on a scale from 1 to 7, where 1 is 'not at all confident' and 7 is 'extremely confident'. (n=765 n1 [legal]= 81 ). High confidence refers to Net responses in top 2 response options.

# Key findings:

- UK professionals rely on a **diverse mix of information sources** with digital media, such as videos and images, as likely to be used as traditional outlets like industry publications and news
- **Copying and sharing is a widespread habit.** Approximately half of the sources used are being copied, reproduced or extracted from; three-quarters of copied sources are then being shared with internal colleagues or externally
- UK professionals recognise the **need for improved understanding of copyright infringement and related best practices**, with some seeking basic knowledge while others are looking to grasp the intricacies of digital media regulations

**It is clear that copying is a highly valuable aspect of content use, and the ease in which professionals share content highlights the need for a copyright licence.**

## What next? CLA recommends:


- Ensuring your organisation has a robust Copyright Policy in place
- Ensuring your organisation has a [CLA Licence](#) if published content is being copied, saved and shared

# About CLA

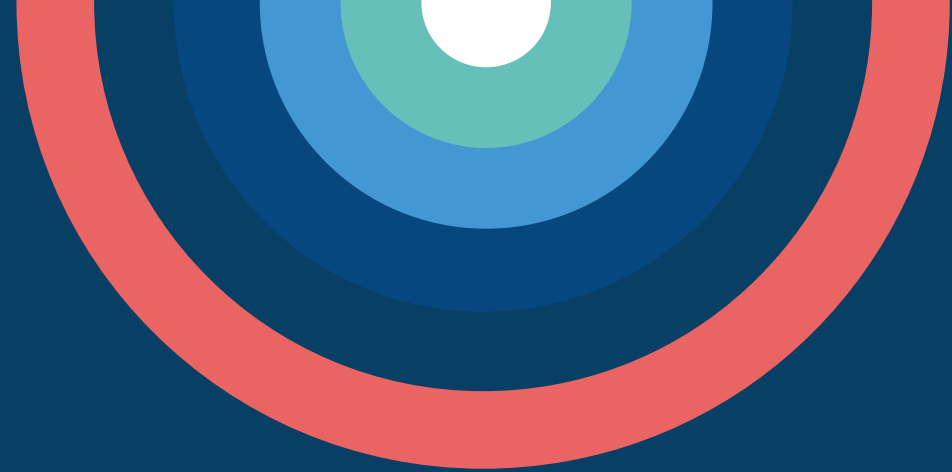
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