



Navigating content usage and copying: Media, Comms & Tech Sector

In the dynamic realm of media, communications and technology, the use and circulation of content is the backbone of compelling storytelling. Navigating this landscape of diverse content sources ethically while ensuring copyright compliance is of utmost importance.

In 2023, the Copyright Licensing Agency (CLA) carried out 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*.

Here, we put a spotlight on the Media, Comms & Tech sector:



Types of sources

Media, comms & tech professionals are versatile content users with over a third leveraging more than 6 different sources (i.e. news media, magazines, journals etc) in their work.

Digital dominance

79% of content used by media, comms and tech professionals is digital or web-based as opposed to print or hardcopy.

79%



Copying methods

Over 80% of professionals are copying from published content, the most popular methods being digital, with 56% screenshotting, and copy/paste not far behind at 48%.

Internal and external use

Most content is copied for internal sharing with colleagues (52%) and for future reference (48%), with a similar proportion copied to share externally or in presentations.



82%

Risk perception

A significant 82% of media, comms & tech professionals agree that infringing upon copyright represents a significant risk for business.

Industry approval

Over three quarters (78%) of media, comms & tech professionals would recommend purchasing a copyright licence from CLA.



The prevalence of digital copying highlights the sector's reliance on swift and accessible methods for sourcing and sharing information. **The acknowledgement by 82% of professionals that infringing copyright poses a severe threat to business speaks volumes.**

While digital methods prevail, a cautious balance between expediency and ethical sourcing remains imperative. As the industry continues to evolve, navigating this delicate balance and remaining copyright compliant is crucial, and **CLA's Media Consultancy Licence empowers PR and media agencies to lawfully share content with their clients.**

Find out more: cla.co.uk/media-consultancy-licence

Copy, Right

*CLA conducted a survey with 765 professionals, of which 119 were professionals working in the media, comms and technology sectors.