AMEC FIPP Copyright Stakeholder 2023 Report

June 4, 2023

Executive Summary

Highlights

The results in this report are from an online survey fielded to 393 AMEC members, FIPP members, and Ragan Communications contacts from April 20 to June 4, 2023.

Copyright

Which, if any, of the following do you view as violations of the rights of copyright holders?

Top 3 — Creating derivative works that republish content (65%); Scraping published content for training artificial intelligence systems and learning models (45%); Republishing articles that mention you or your firm on other channels, including your own website (45%)

Importance to Business

What types of intellectual property do you or your company own?

Top 3 — Copyrights (63%), Trademarks (59%), Trade secrets (25%)

Copyright Content Usages

How familiar are you with the T&Cs around content usage on publisher and other platforms?

34% Familiar — Extremely familiar (11%) + Very familiar (23%)

Infringements

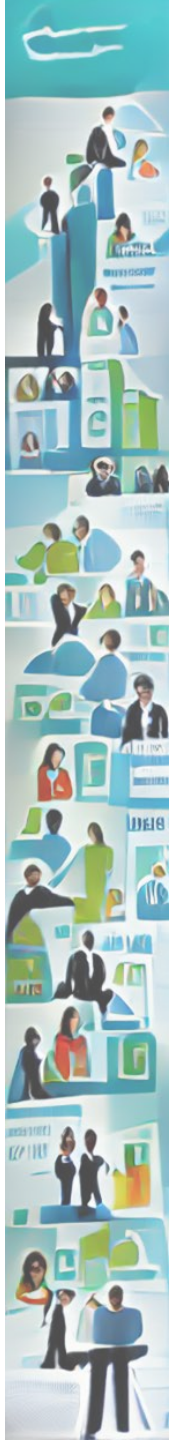
What steps do you take to prevent others from infringing on your intellectual property?

Top 3 — Adding copyright notices and disclaimers (61%), Registering intellectual property with the relevant authorities (36%), Ensuring third party distribution partners have appropriate T&Cs (33%)

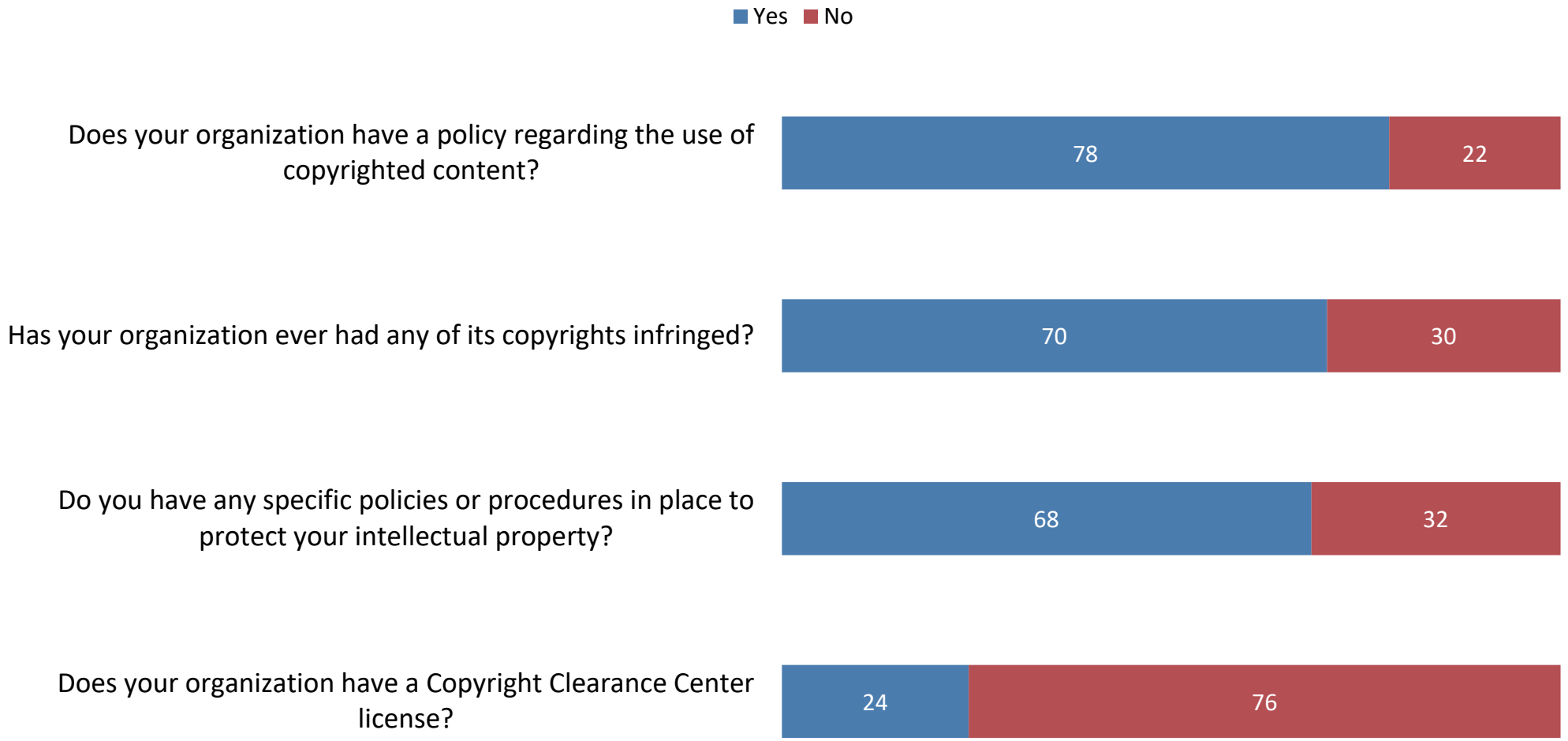
Artificial Intelligence

Is your organization or team implementing AI into your internal workflow?

Top 2 — Yes, we are (40%); No, we are not (33%)



Yes/No Questions



Copyright

What type of organization do you work for?

Agency (22%), Corporation (18%), Nonprofit (15%), Media-Monitoring Organization (13%), Publisher / Media Owner (11%, n = 44), Not employed (1%), Other (20%)

Which of the following do you consider to be part of fair use of copyright material?

Top 3 — Share via link on social channels, email, etc (71%); Quote to educate (68%); Quote to critique (58%)

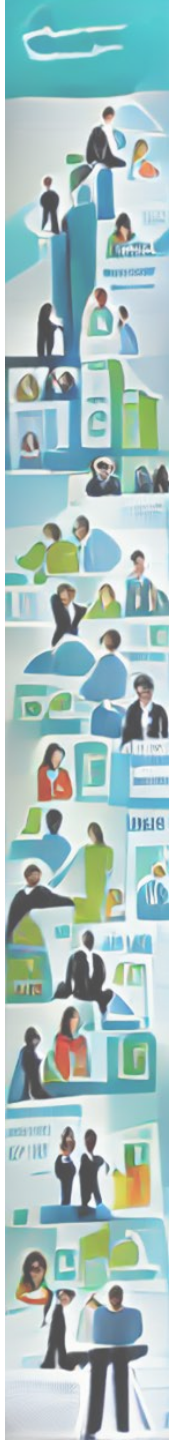
Which of the following do you believe are part of fair use as currently defined but should be limited?

Top 3 — Share via link on social channels, email, etc (31%); Share image of article on social channels, email, etc (30%); Quote a small portion of (29%)

Which, if any, of the following do you view as violations of the rights of copyright holders?

Top 3 —

Creating derivative works that republish content (65%);
Scraping published content for training artificial intelligence systems and learning models (45%);
Republishing articles that mention you or your firm on other channels, including your own website (45%)



Which, if any, of the following do you view as violations of the rights of copyright holders?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Creating derivative works that republish content	62	65	⇓ 49	⇑ 80	69	64
Scraping published content for training artificial intelligence systems and learning models	⇑ 65	⇓ 27	41	⇑ 60	⇓ 30	⇑ 58
Republishing articles that mention you or your firm on other channels, including your own website	47	41	51	58	39	40
Public display	44	30	⇑ 61	40	⇓ 26	37
Creating derivative works that leverage but not republish content	29	17	17	27	31	24
Indexing published content for search engines	⇑ 29	11	20	16	7	18
Sharing articles that mention you or your firm on social media	21	12	22	16	11	18
None of the above	12	12	7	4	13	9
Base (n=307)	n=34	n=66	n=41	n=45	n=54	n=67

Copyright Content Usages

What types of intellectual property do you or your company own?

Top 3 — Copyrights (63%), Trademarks (59%), Trade secrets (25%)

Does your organization have a policy regarding the use of copyrighted content?

Yes (78%)

No (22%)

If so, does your organization have a central place where it discloses it policy?

Top 2 — Yes (72%), No (28%)

If not, do you rely on your information data partners to provide licensed access to content?

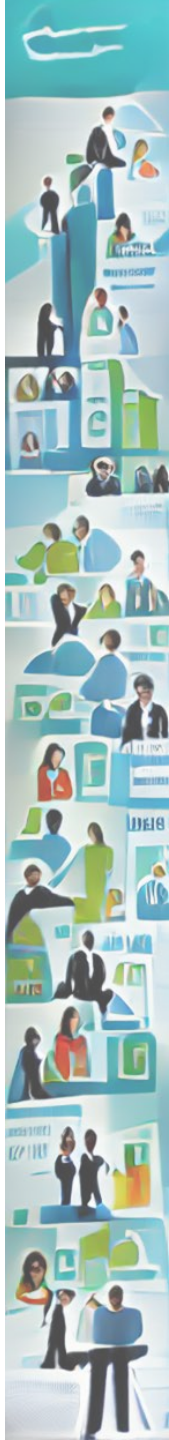
Top 2 — Yes (59%), No (41%)

Does your organization have a Copyright Clearance Center license?

Yes (24%), No (76%)

How familiar are you with the T&Cs around content usage on publisher and other platforms?

34% = Extremely familiar (11%) + Very familiar (23%)



Infringements

Have you ever faced any legal issues related to your use of third-party copyrighted material?

No (82%)

Yes (16%)

If you settled, what was the approximate value of the settlement?

Top 2 — Under $1K USD (25%), $1-$9K USD (25%)

Has your organization ever had any of its copyrights infringed?

Yes (70%), No (30%)

Do you have any specific policies or procedures in place to protect your intellectual property?

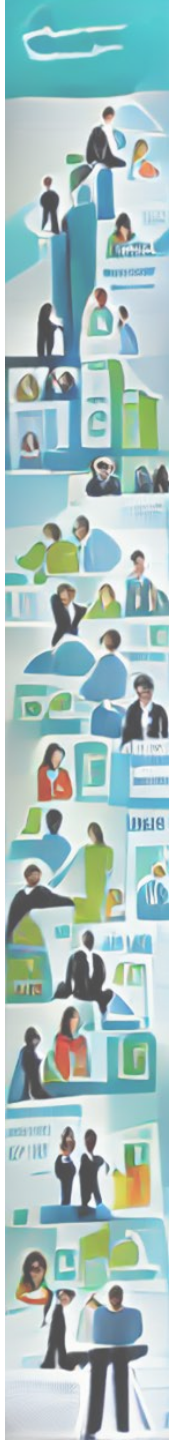
Yes (68%), No (32%)

What steps do you take to prevent others from infringing on your intellectual property?

Top 3 — Adding copyright notices and disclaimers (61%), Registering intellectual property with the relevant authorities (36%), Ensuring third party distribution partners have appropriate T&Cs (33%)

How do you monitor and enforce intellectual property rights on social media platforms?

Top 3 — Regularly monitoring social media platforms (49%), None of the above (41%), Issuing takedown notices to social media platforms (18%)



Artificial Intelligence

Is your organization or team implementing AI into your internal workflow?

Yes (40%):

Do you work with your IT team on the implementation?

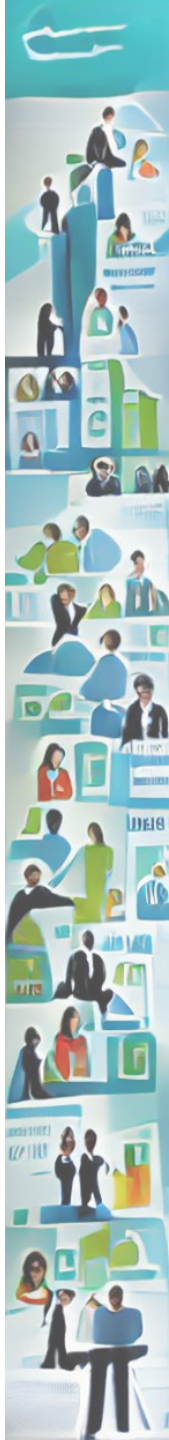
Yes (60%), No (40%)

How are you training the AI?

Top 3 — Using a pre-made tool like ChatGPT (40%), Through a combination of manual and pre-labeled data (25%), Through manual data labeling and input (14%)

What do you believe are the best data sources for training an AI?

Top 3 — News coverage (62%), Webpages (60%), Owned assets (47%)



Selected Sound Bites

When you think of intellectual property, what comes to mind?

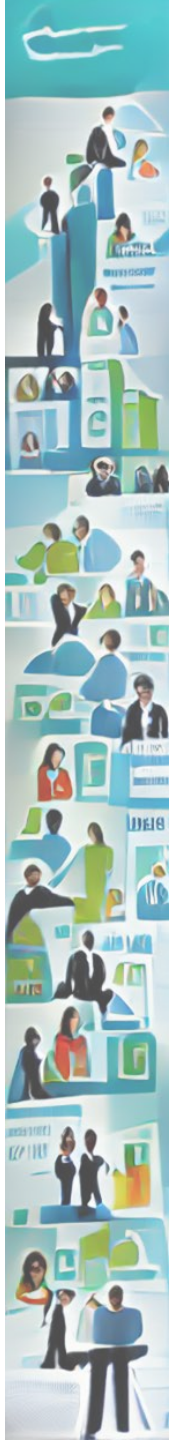
- "Someone's work or Invention that is created by that person or team of people, belonging to them. As the owner they can apply for a **copyright** or trademark of that work."
- "Content and **ideas** that are unique to specific people or brands; ideas and concepts that are not in common use."
- "Something **created** that is owned by the person who created it or the company who paid the person to create it."

When you think of copyright, what comes to mind?

- "Legal term that signifies that words/phrases/text are owned property and therefore **protected** from copying."
- "**Content** legally registered as such to protect the owner's rights to utilize that content."
- "Copyright provides **rights** to an entity for monetary benefit should the copyright material be used for monetary gain by any other entity that doesn't own the copyright."

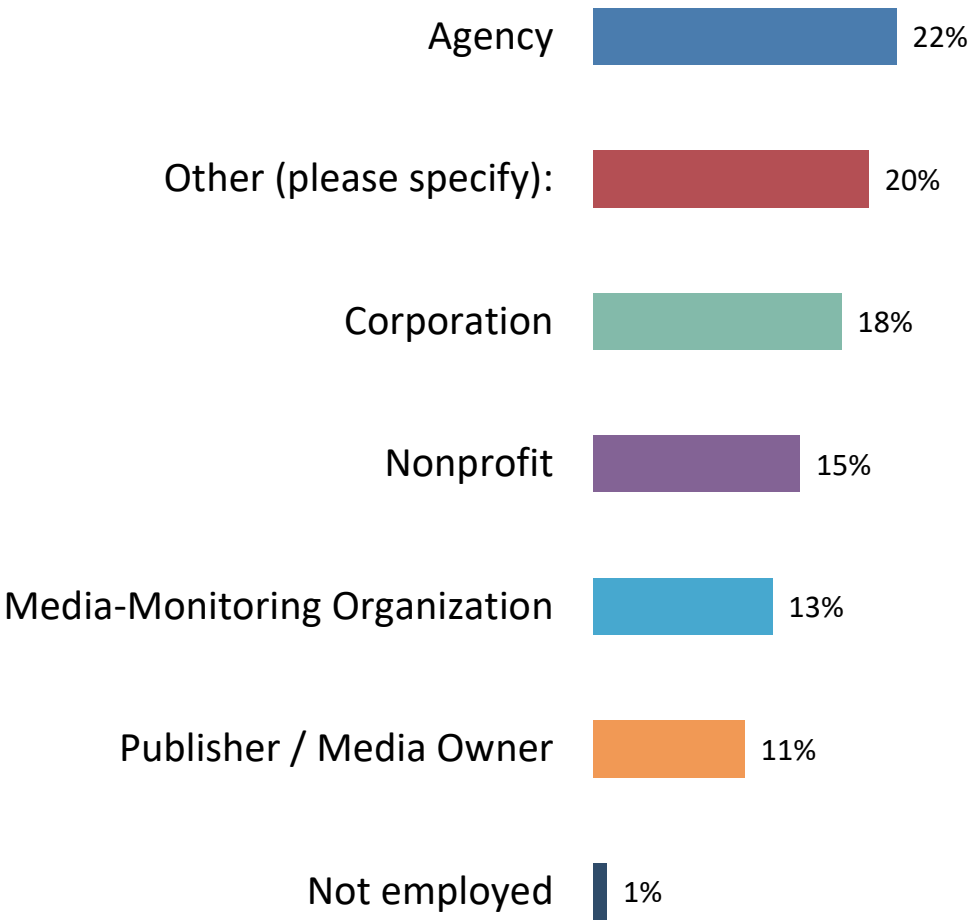
Please provide an example of how you've used copyrighted material under the fair use doctrine.

- "We use stats from books but not entire text. We may pull a supporting **quote** with proper citation, and when we link to things or reshare we ALWAYS credit the original owner."
- "**Shared** a link to an article that another organization published, alongside a short comment or explanation that I wrote."
- "Fredom of speech overrules copyrights when it´s limited to quoting and fair to the original material. Copyrights related to links has to be the responsibility of the provider of the **link**."



Detailed Results

What type of organization do you work for?



Base: 393 (All respondents)

What type of organization do you work for?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Agency	0	⇑ 100	0	0	0	0
Publisher / Media Owner	⇑ 100	0	0	0	0	0
Media-Monitoring Organization	0	0	⇑ 100	0	0	0
Nonprofit	0	0	0	⇑ 100	0	0
Corporation	0	0	0	0	⇑ 100	0
Other (please specify):	0	0	0	0	0	⇑ 98
Not employed	0	0	0	0	0	⇑ 2
Base (N=393)	n=44	n=85	n=51	n=60	n=70	n=83

When you think of intellectual property, what comes to mind?

Word	Count	%	Example Quote
Copyright	71	18%	"Thinking of creations of the human intellect that are copyrighted or patented and the debates particularly around the extent to which copyright applies."
Ideas	54	14%	"Content and ideas that are unique to specific people or brands; ideas and concepts that are not in common use."
Created	54	14%	"Something created that is owned by the person who created it or the company who paid the person to create it."
Content	52	13%	"All content everywhere. The creator, publisher and have rights toward that content even if they aren't easily respected by large search engines. IP also relates to specific shows, even technologies."
Protect	47	12%	"Copyright, trademarks and patents to protect specific rights of creators. It is often misunderstood and too often people try to claim 'IP' on just ideas. It is not meant to stop and prevent any use, but to provide fair protection."
Patents	42	11%	"'Products' they come from the intellectual labor of humans that has commercial value and is protectable by law—copyrights, trademarks, or patents in particular. It's also a legal practice area."
Trademarks	38	10%	"Anything created, whether content, photos, illustrations, logos, design, or trade secrets. This would include copyrighted material, trademarks and patents."
Rights	35	9%	"Work or creation that one has rights or ownership of and they can apply for copyrights, trademark, or patent of said work."
Individual	32	8%	"Anything created that has required input and direction from an individual or group of individuals."
Work	30	8%	"Someone's work or Invention that is created by that person or team of people, belonging to them.As the owner they can apply for a copyright or trademark of that work."

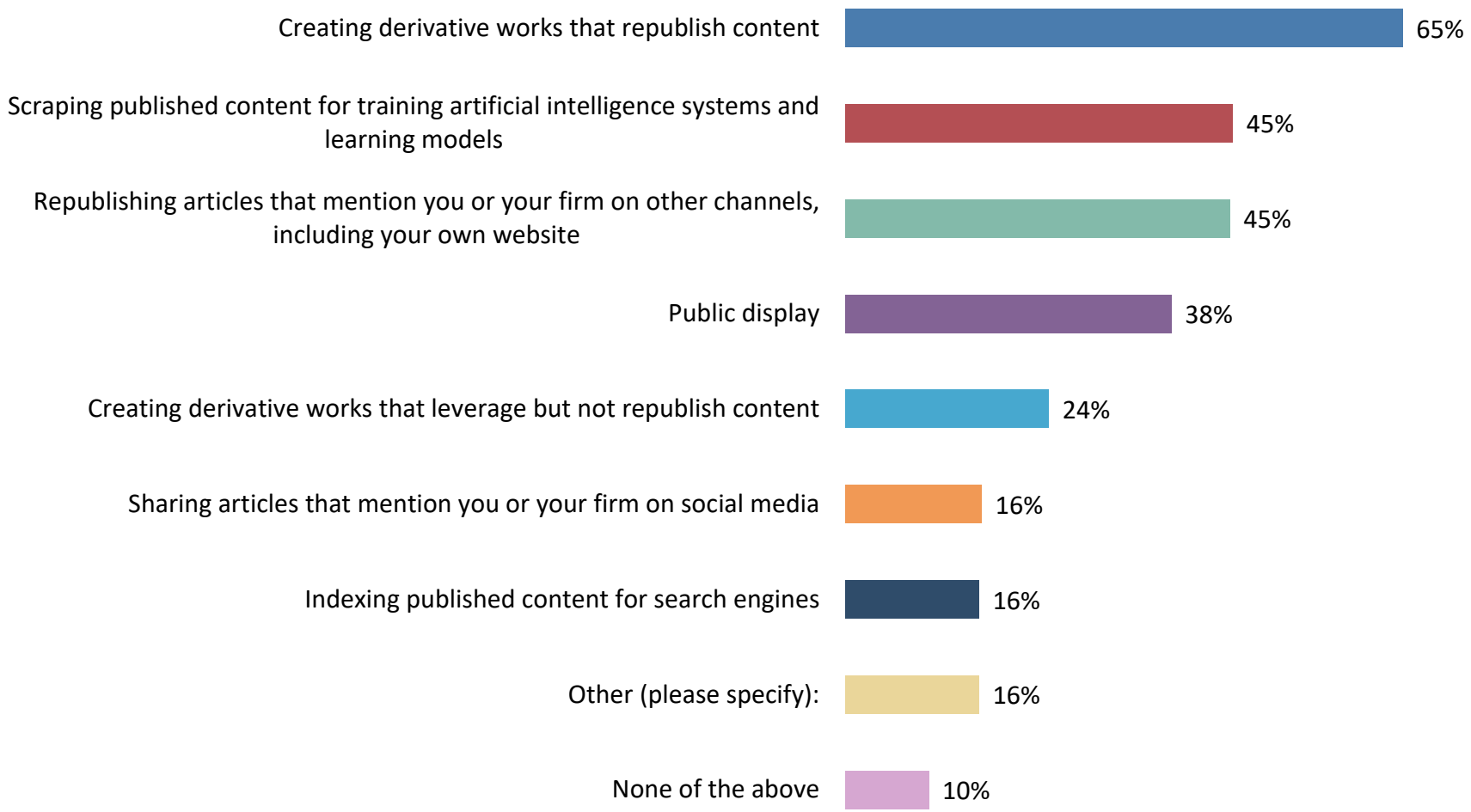
When you think of intellectual property, what comes to mind?

When you think of copyright, what comes to mind?

Word	Count	%	Example Quote
Protected	68	27%	"Original creations, outputs, and communications products by an individual or an organization which are protected as their own by law."
Content	41	17%	"Content legally registered as such to protect the owner's rights to utilize that content."
Rights	40	16%	"Copyright provides rights to an entity for monetary benefit should the copyright material be used for monetary gain by any other entity that doesn't own the copyright."
Intellectual property	31	12%	"Ownership of an intellectual property, with exclusive rights to copy, modify and distribute that intellectual property, eg media content."
Legal	26	10%	"When someone has taken the legal steps to ensure that they OWN and can legally defend the ownership of their intellectual property."
Ownership	26	10%	"The right to be acknowleged as the creator of an original work, and as such, have ownership over it, approve its use, and as appropriate, be compensated for its use, particularly for commercial gain or purpose."
Created	21	8%	"Original work that a company or individual has created and then published. Logos, brandmarks, etc., need to be filed with appropriate offices to protect the copyright."
Work	20	8%	"Copyright is one component of intellectual property. It is the right of the original creator or owner to control and protect their work(s). The copyright owner has the right to exploit its creative work which could include, but are not limited to copying, displaying, distributing, adapting, and creating derivative works."
Permission	18	7%	"The right that gives an author of creative work the right to copy, distribute or manage in any form its creation for a certain time, nobody else can use it without his o her permission."
Material	18	7%	"A written work (e.g., book, article, screenplay, logo) that has been copyright. (NOTE: in the world of artificial Intelligence, copyright material can be stolen and unknowingly used)"

When you think of copyright, what comes to mind?

Which, if any, of the following do you view as violations of the rights of copyright holders?

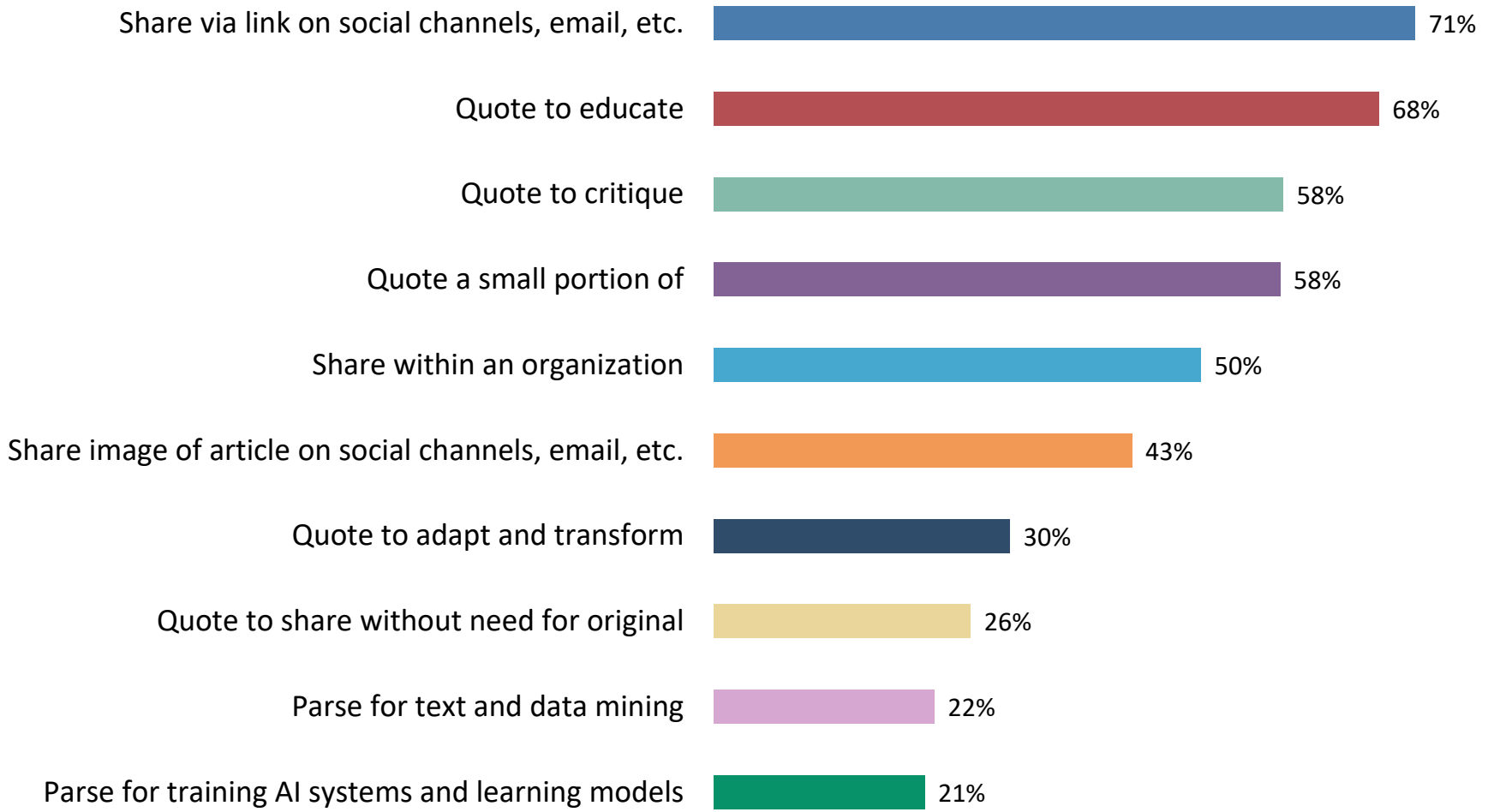


Base: 307 (78% of respondents)
Note: Respondents could select multiple options.

Which, if any, of the following do you view as violations of the rights of copyright holders?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Indexing published content for search engines	⇑ 29	11	20	16	7	18
Scraping published content for training artificial intelligence systems and learning models	⇑ 65	⇓ 27	41	⇑ 60	⇓ 30	⇑ 58
Sharing articles that mention you or your firm on social media	21	12	22	16	11	18
Republishing articles that mention you or your firm on other channels, including your own website	47	41	51	58	39	40
Creating derivative works that republish content	62	65	⇓ 49	⇑ 80	69	64
Creating derivative works that leverage but not republish content	29	17	17	27	31	24
Public display	44	30	⇑ 61	40	⇓ 26	37
Other (please specify):	21	18	12	9	9	22
None of the above	12	12	7	4	13	9
Base (n=307)	n=34	n=66	n=41	n=45	n=54	n=67

Which of the following do you consider to be part of fair use of copyright material? - Top 10



Base: 298 (76% of respondents)
Note: Respondents could select multiple options.

Which of the following do you consider to be part of fair use of copyright material?

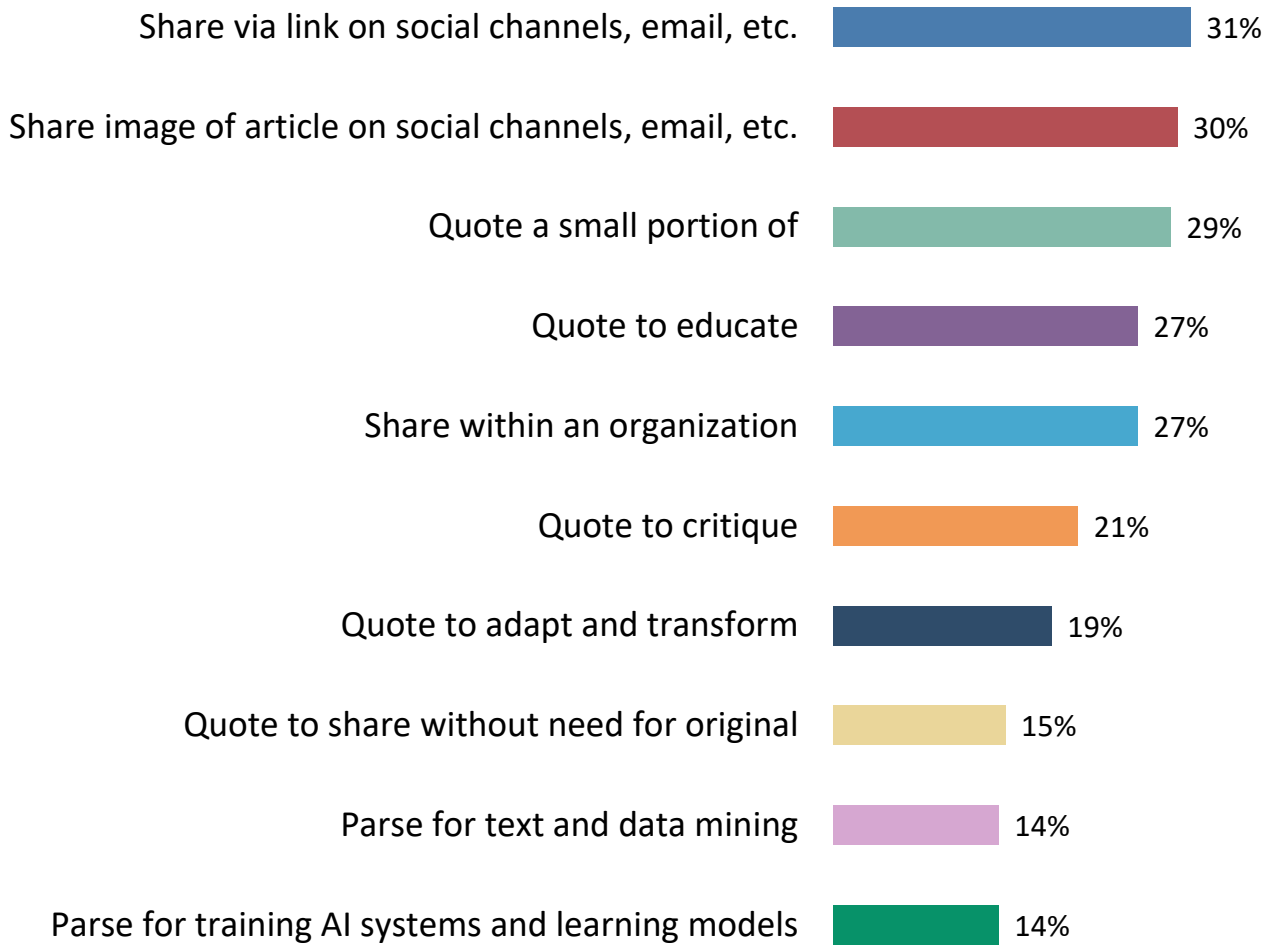
Option	Rank	Response %
Share via link on social channels, email, etc.	1	71%
Quote to educate	2	68%
Quote to critique	3	58%
Quote a small portion of	4	58%
Share within an organization	5	50%
Share image of article on social channels, email, etc.	6	43%
Quote to adapt and transform	7	30%
Quote to share without need for original	8	26%
Parse for text and data mining	9	22%
Parse for training AI systems and learning models	10	21%
Quote as part of a commercial offering	11	20%
Quote to avoid paywall	12	14%
Quote for profit	13	13%
Other	14	11%

Base: 298 (76% of respondents)
Note: Respondents could select multiple options.

Which of the following do you consider to be part of fair use of copyright material?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Quote to critique	75	50	68	58	58	53
Quote to share without need for original	25	27	⇑ 45	⇓ 11	28	24
Quote to adapt and transform	32	27	⇑ 45	22	36	25
Quote as part of a commercial offering	32	14	⇑ 35	⇓ 7	21	22
Quote for profit	18	11	⇑ 25	7	9	12
Quote to educate	50	69	80	56	75	69
Quote to avoid paywall	14	16	⇑ 28	9	8	15
Quote a small portion of	57	55	68	58	58	54
Share via link on social channels, email, etc.	68	77	78	71	77	⇓ 60
Share image of article on social channels, email, etc.	39	48	40	40	51	35
Share within an organization	46	50	57	47	53	46
Parse for text and data mining	18	22	⇑ 45	16	21	18
Parse for training AI systems and learning models	14	22	32	20	25	16
Other	18	11	2	11	11	13
Base (n=298)	n=28	n=64	n=40	n=45	n=53	n=68

Which of the following do you believe are part of fair use as currently defined but should be limited? - Top 10



Base: 173 (44% of respondents)
Note: Respondents could select multiple options.

Which of the following do you believe are part of fair use as currently defined but should be limited?

Option	Rank	Response %
Share via link on social channels, email, etc.	1	31%
Share image of article on social channels, email, etc.	2	30%
Quote a small portion of	3	29%
Quote to educate	4	27%
Share within an organization	4	27%
Quote to critique	6	21%
Quote to adapt and transform	7	19%
Quote to share without need for original	8	15%
Parse for text and data mining	9	14%
Parse for training AI systems and learning models	9	14%
Quote as part of a commercial offering	11	12%
Quote to avoid paywall	12	8%
Quote for profit	13	7%
Other	14	5%

Base: 173 (44% of respondents)
Note: Respondents could select multiple options.

Which of the following do you believe are part of fair use as currently defined but should be limited?

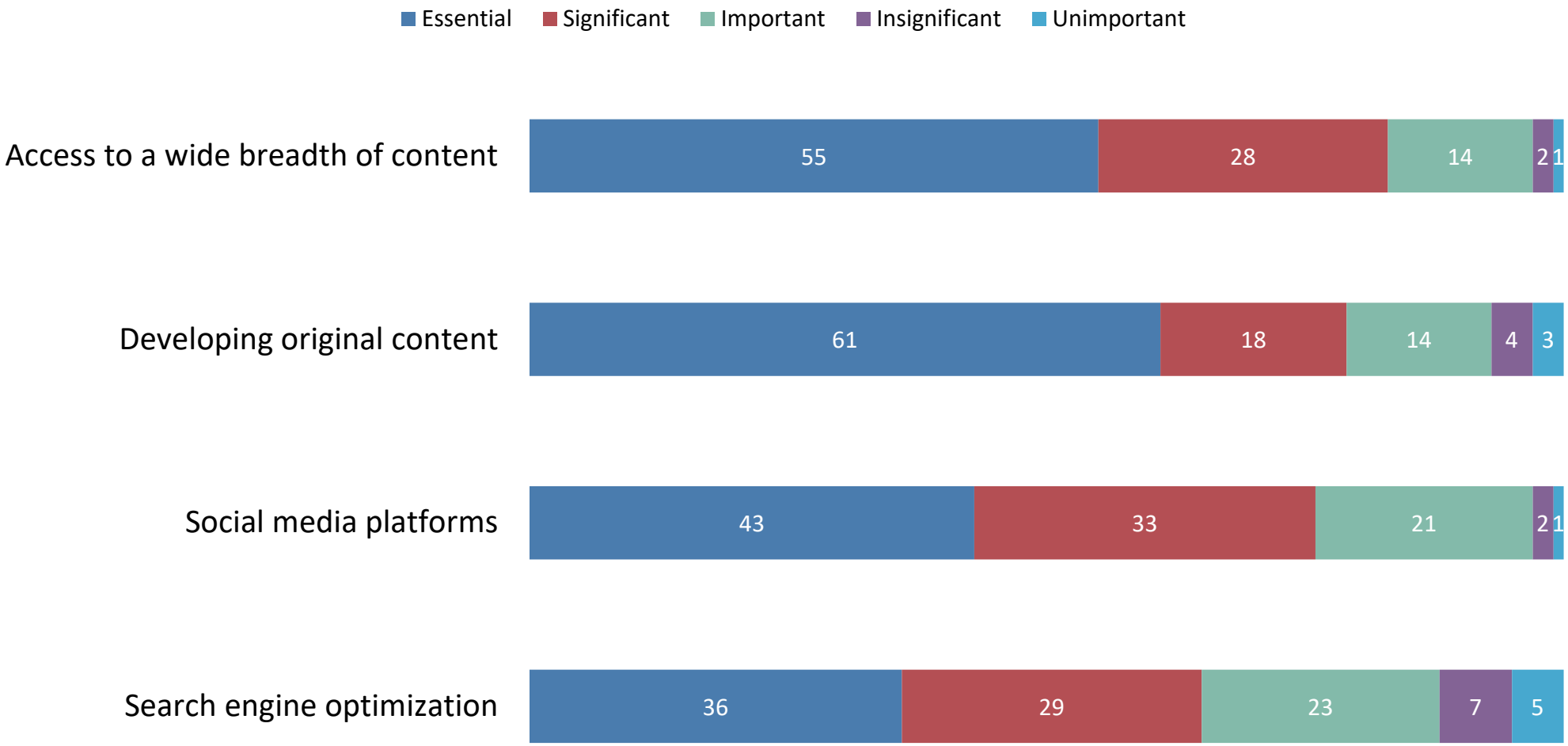
	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Quote to critique	18	18	18	14	26	30
Quote to share without need for original	24	18	5	11	16	16
Quote to adapt and transform	29	16	18	14	19	22
Quote as part of a commercial offering	24	5	18	7	13	11
Quote for profit	12	5	5	7	3	11
Quote to educate	24	37	32	18	19	27
Quote to avoid paywall	18	8	9	7	3	8
Quote a small portion of	41	21	18	43	26	32
Share via link on social channels, email, etc.	29	34	27	43	26	27
Share image of article on social channels, email, etc.	29	37	18	43	26	24
Share within an organization	18	24	36	25	23	32
Parse for text and data mining	18	5	27	14	16	14
Parse for training AI systems and learning models	6	5	18	18	⇑ 26	14
Other	6	8	5	7	3	3
Base (n=173)	n=17	n=38	n=22	n=28	n=31	n=37

Please provide an example of how you've used copyrighted material under the fair use doctrine.

Word	Count	%	Example Quote
Quote	48	30%	"Quote to avoid paywall, quote small portion."
Shared	41	26%	"Shared a link to an article that another organization published, alongside a short comment or explanation that I wrote."
Link	40	25%	"Fredom of speach overrules copy rights when it´s limited to quoting and fair to the original material. Copy rights related to links has to be the resposebility of the provider of the link."
Article	35	22%	"I usually pull a paragraph to illustrate why I felt the article is worthy of sharing or promoting, then provide a link to the article. Or I might paste in the abstract with a link to the full article, when sharing internally."
Original	18	11%	"We have used images on our social channels and linked back to the original piece or credited it. We have also shared information with employees that we think they would benefit from with credit to the original author/creator."
Attribution	18	11%	"Media stories that cover our organization or relevant news are shared on social media, email, website, and newsletters via a brief description and link to the original source with full attribution."
Credit	16	10%	"As an academic and content, I am very careful to appropriately credit authors and creators. When using images in class presentations (not for publication), I give credit."
Source	16	10%	"Either the material should attributed to the source or linked to the online source to ensure that the content owner is receiving the attribution/credit for the work."
Social media	16	10%	"I'm careful with this preferring to give credit to original creators of the materials. So, if I quote someone verbatim for a blog or social media post, I credit the creator. I also identify the creators of royalty free photos where possible."
Citing	14	9%	"Citing to develop more a thinking; and citing as example to teach classes."

Please provide an example of how you've used copyrighted material under the fair use doctrine.

How important are each of the following to your business?

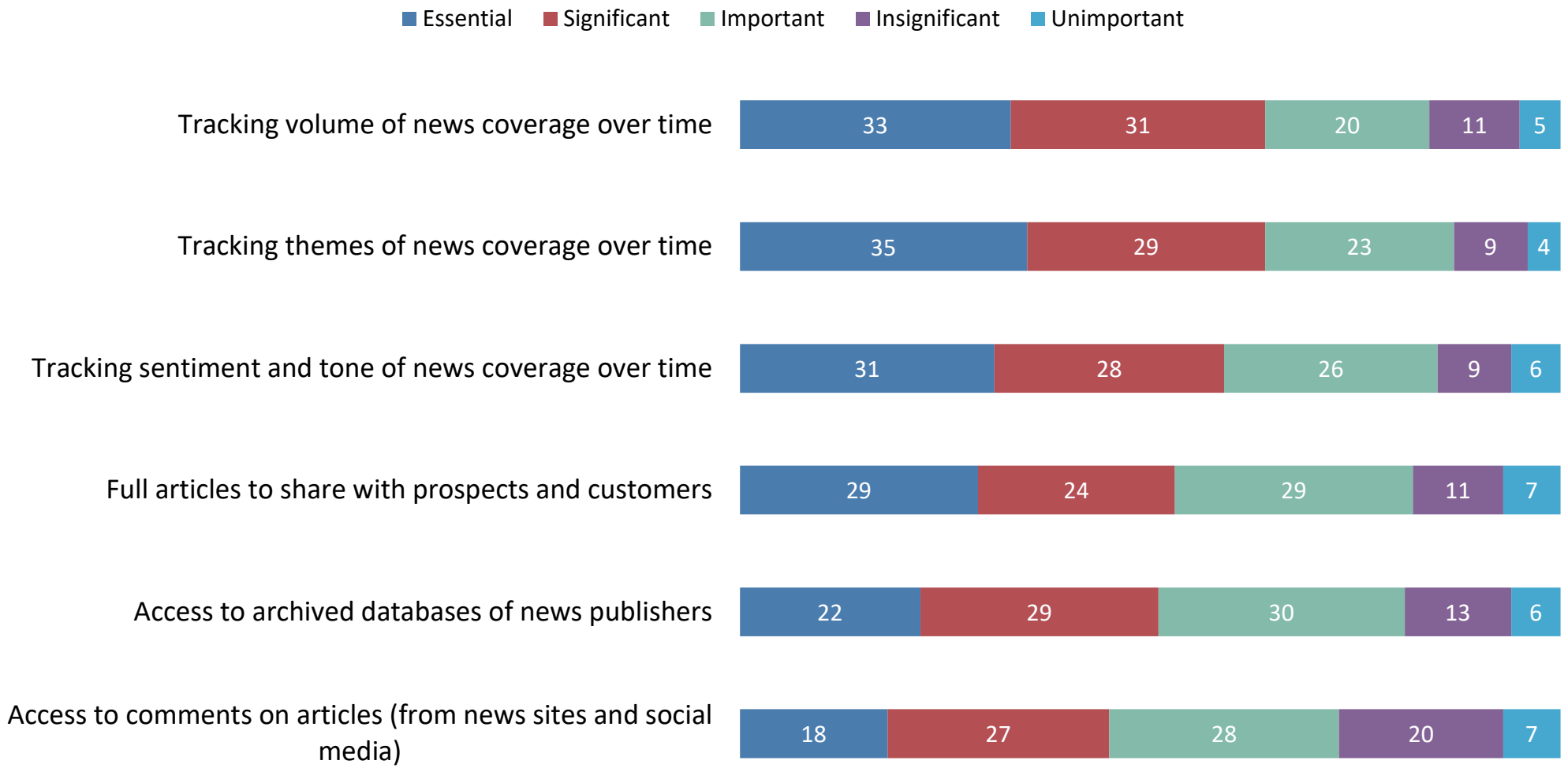


Base: 262 (67% of respondents)

How important are each of the following to your business?

	Categorized: What type of organization do you work for?					
[Essential + Significant]	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Access to a wide breadth of content	71	82	⇑ 94	89	78	81
Developing original content	93	88	⇓ 31	86	89	83
Search engine optimization	86	70	⇓ 39	70	⇑ 78	⇓ 51
Social media platforms	82	71	78	84	78	71

How important are each of the following aspects of news coverage to your business?

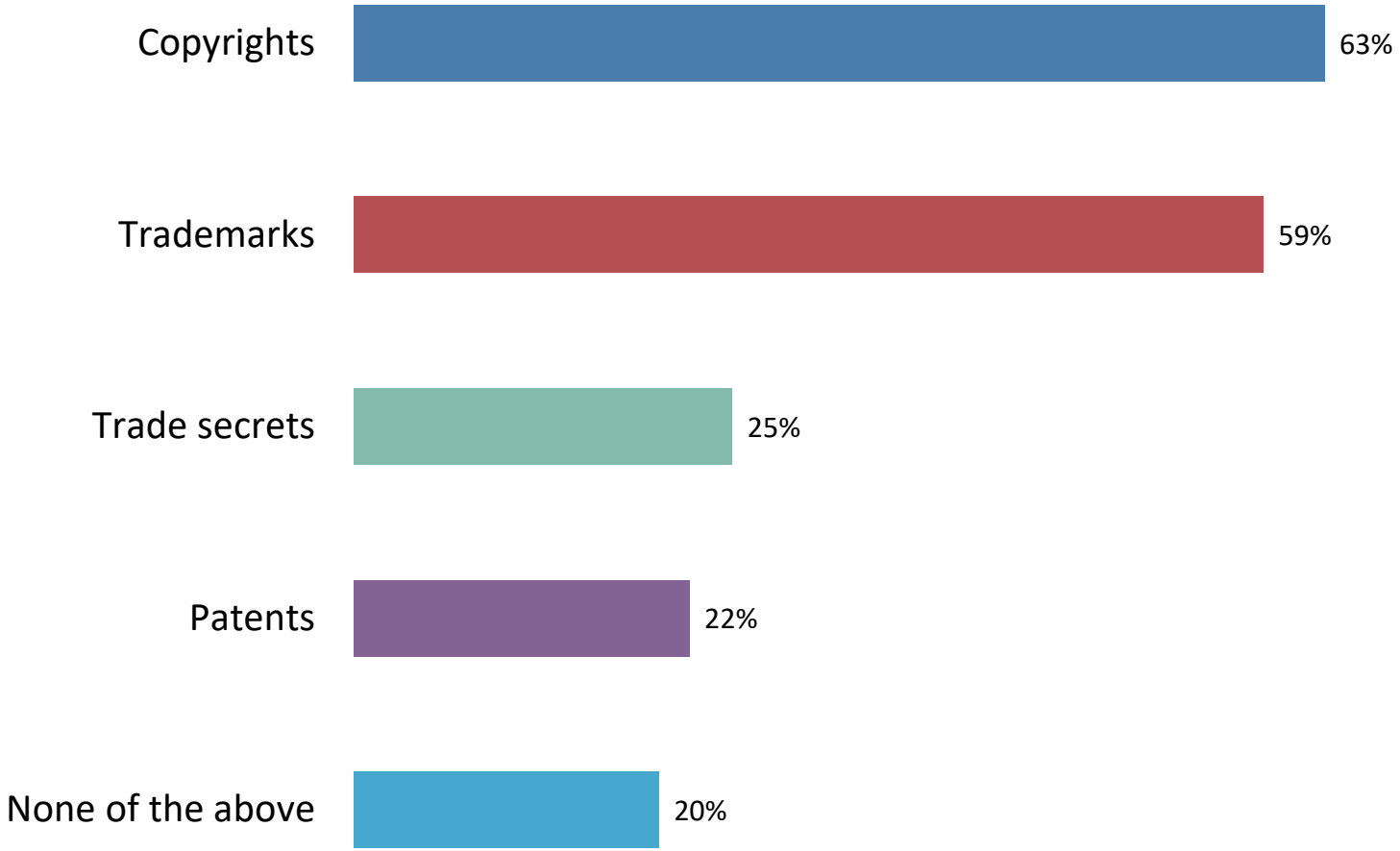


Base: 255 (65% of respondents)

How important are each of the following aspects of news coverage to your business?

	Categorized: What type of organization do you work for?					
[Essential + Significant]	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Access to archived databases of news publishers	43	47	⇑ 67	47	⇓ 33	⇑ 63
Access to comments on articles (from news sites and social media)	46	51	56	⇓ 29	43	43
Full articles to share with prospects and customers	54	61	⇑ 75	⇓ 34	45	46
Tracking volume of news coverage over time	54	75	⇑ 89	61	61	⇓ 46
Tracking sentiment and tone of news coverage over time	43	68	⇑ 89	⇓ 34	64	52
Tracking themes of news coverage over time	46	73	⇑ 89	50	66	55

What types of intellectual property do you or your company own?

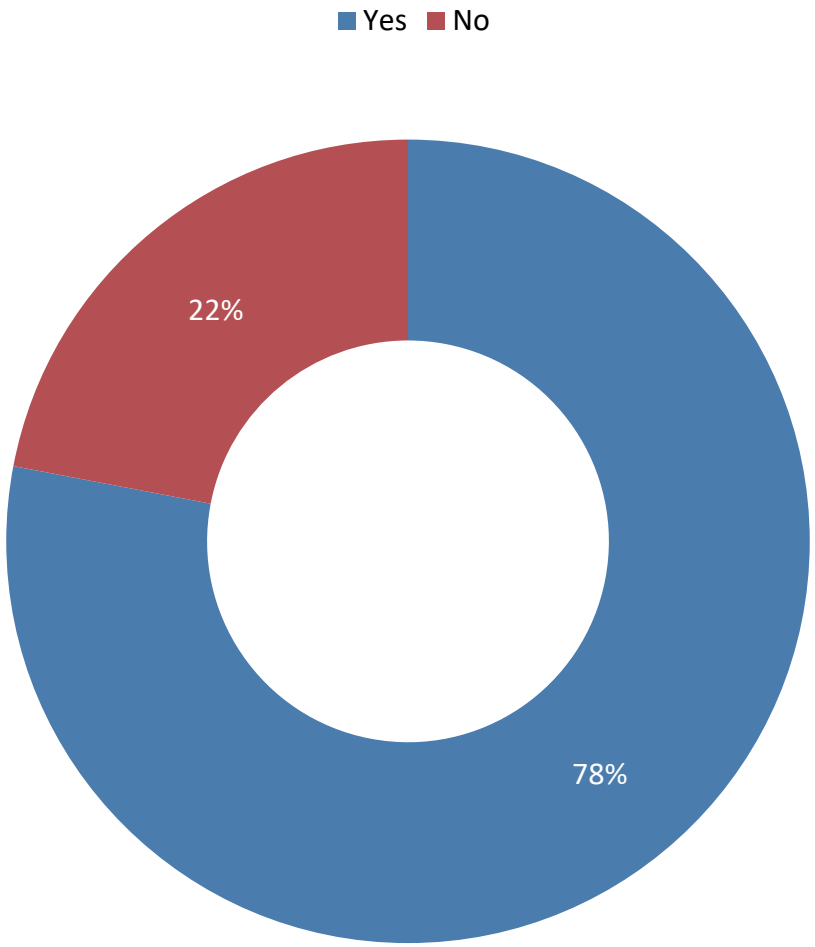


Base: 253 (64% of respondents)
Note: Respondents could select multiple options.

What types of intellectual property do you or your company own?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Patents	21	⇓ 11	25	14	⇑ 52	13
Trademarks	79	⇓ 45	⇑ 78	59	⇑ 74	⇓ 39
Copyrights	93	⇓ 41	⇓ 47	⇑ 78	⇑ 79	57
Trade secrets	18	25	36	14	⇑ 45	⇓ 11
None of the above	4	⇑ 34	11	14	10	⇑ 31
Base (n=253)	n=28	n=56	n=36	n=37	n=42	n=54

Does your organization have a policy regarding the use of copyrighted content?

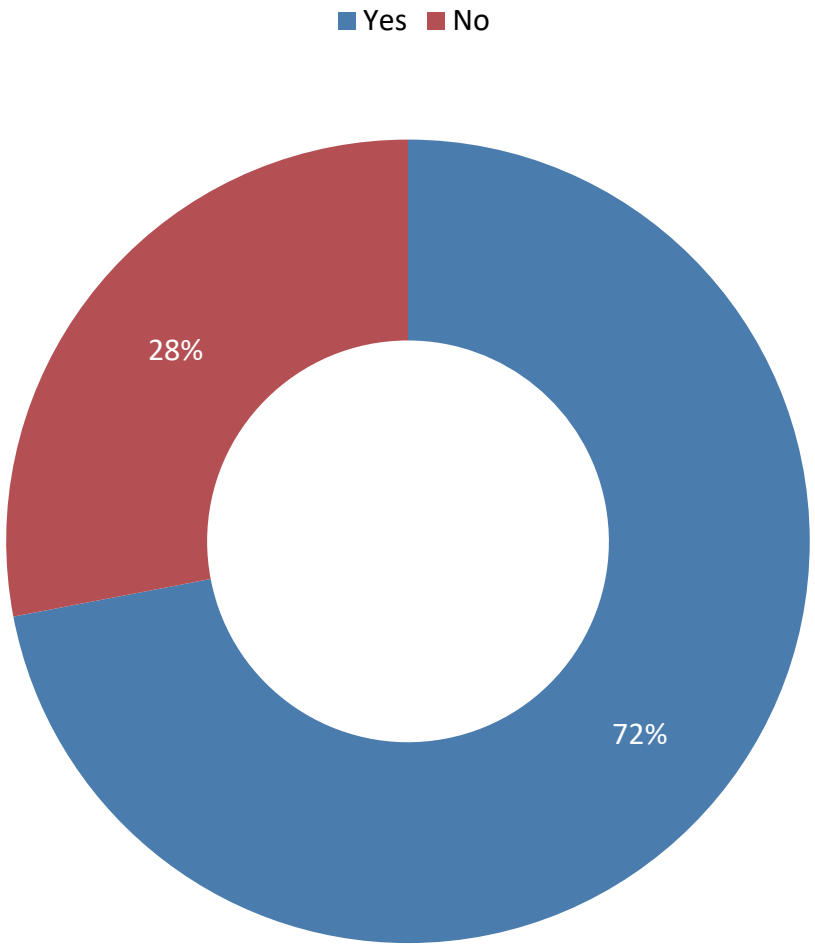


Base: 201 (51% of respondents)

Does your organization have a policy regarding the use of copyrighted content?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Yes	92	70	⇑ 91	69	77	72
No	8	30	⇓ 9	31	23	28
Base (n=201)	n=25	n=40	n=33	n=26	n=31	n=46

If so, does your organization have a central place where it discloses it policy?

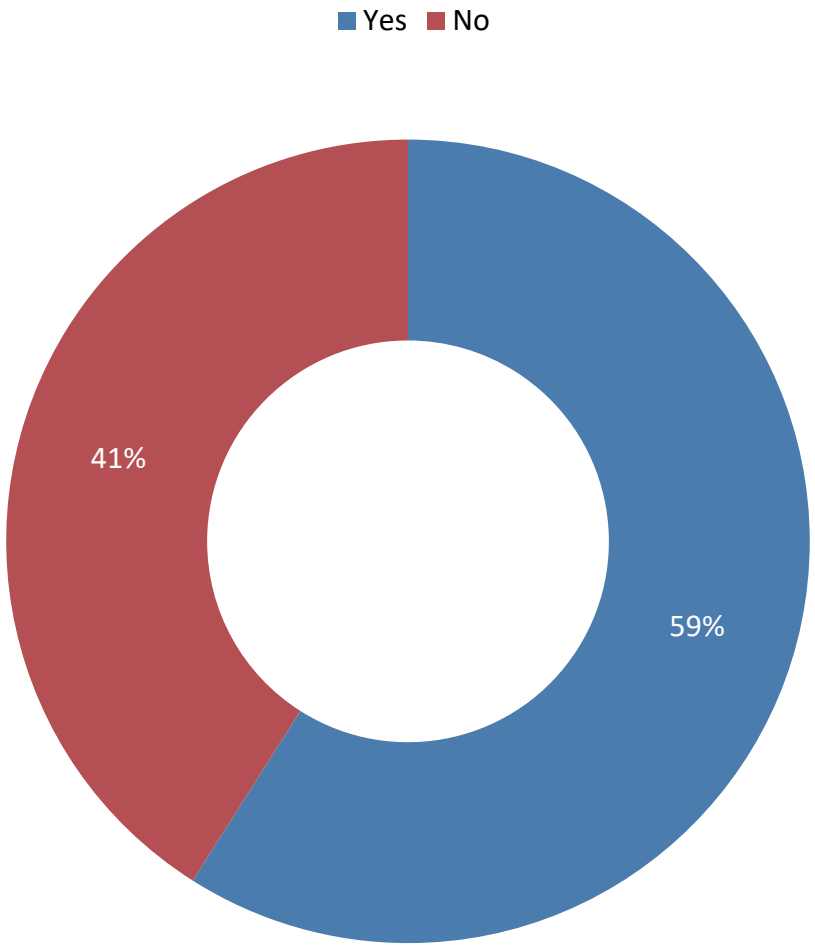


Base: 131 (33% of respondents)

If so, does your organization have a central place where it discloses it policy?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Yes	73	68	71	75	86	62
No	27	32	29	25	14	38
Base (n=131)	n=15	n=25	n=24	n=16	n=22	n=29

If not, do you rely on your information data partners to provide licensed access to content?

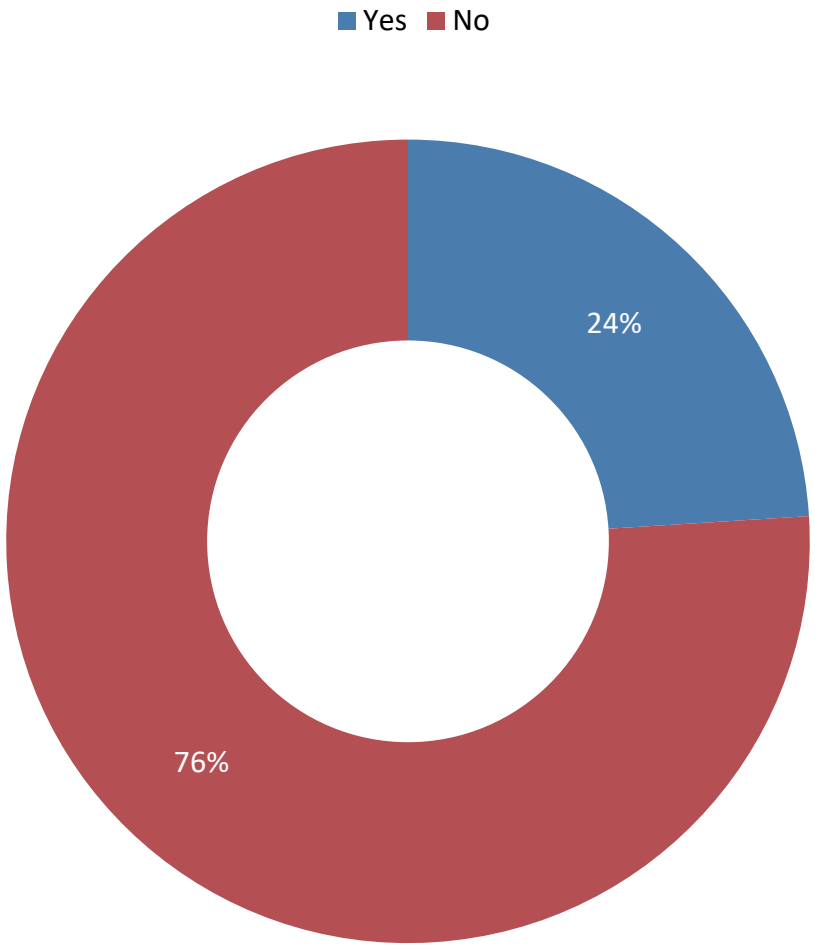


Base: 34 (9% of respondents)

If not, do you rely on your information data partners to provide licensed access to content?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Yes	0	78	100	50	50	56
No	100	22	0	50	50	44
Base (n=34)	n=2	n=9	n=2	n=6	n=6	n=9

Does your organization have a Copyright Clearance Center license?

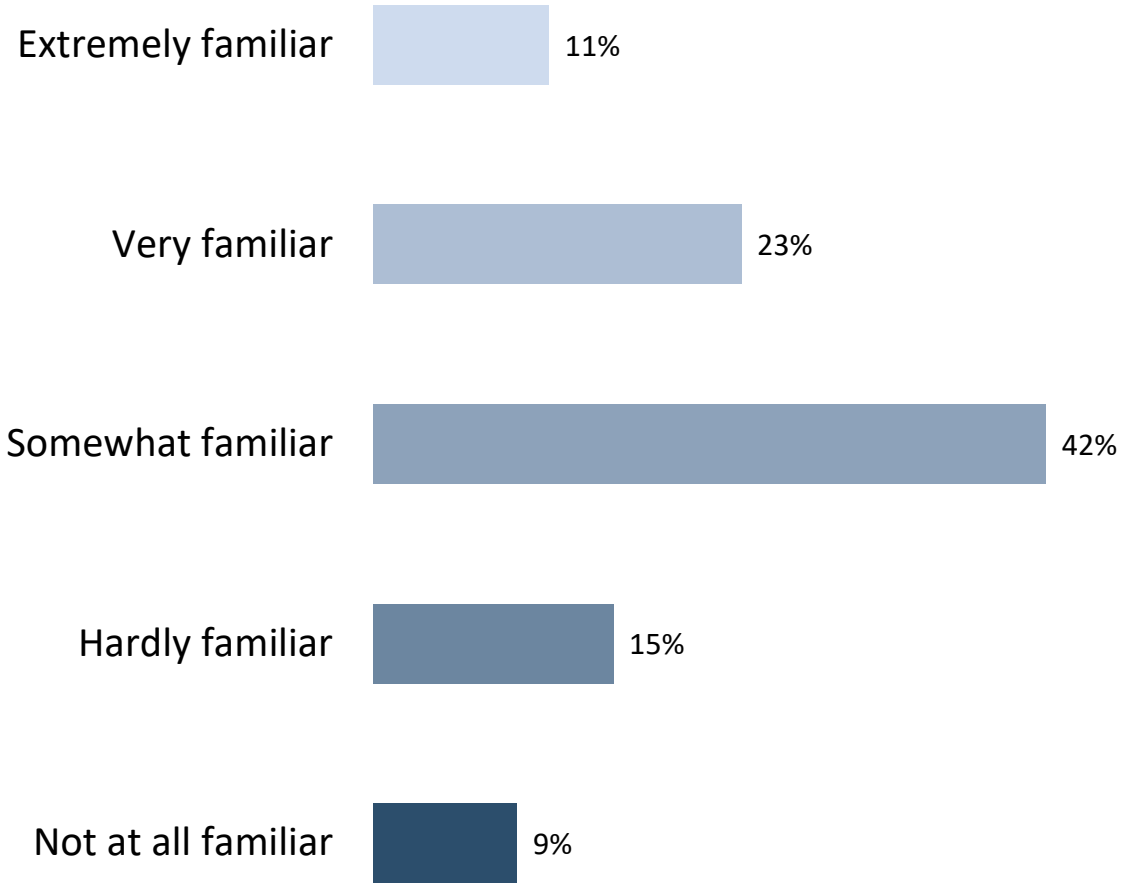


Base: 152 (39% of respondents)

Does your organization have a Copyright Clearance Center license?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Yes	43	12	29	24	47	⇓ 11
No	57	88	71	76	53	⇑ 89
Base (n=152)	n=21	n=33	n=28	n=17	n=17	n=36

How familiar are you with the T&Cs around content usage on publisher and other platforms?

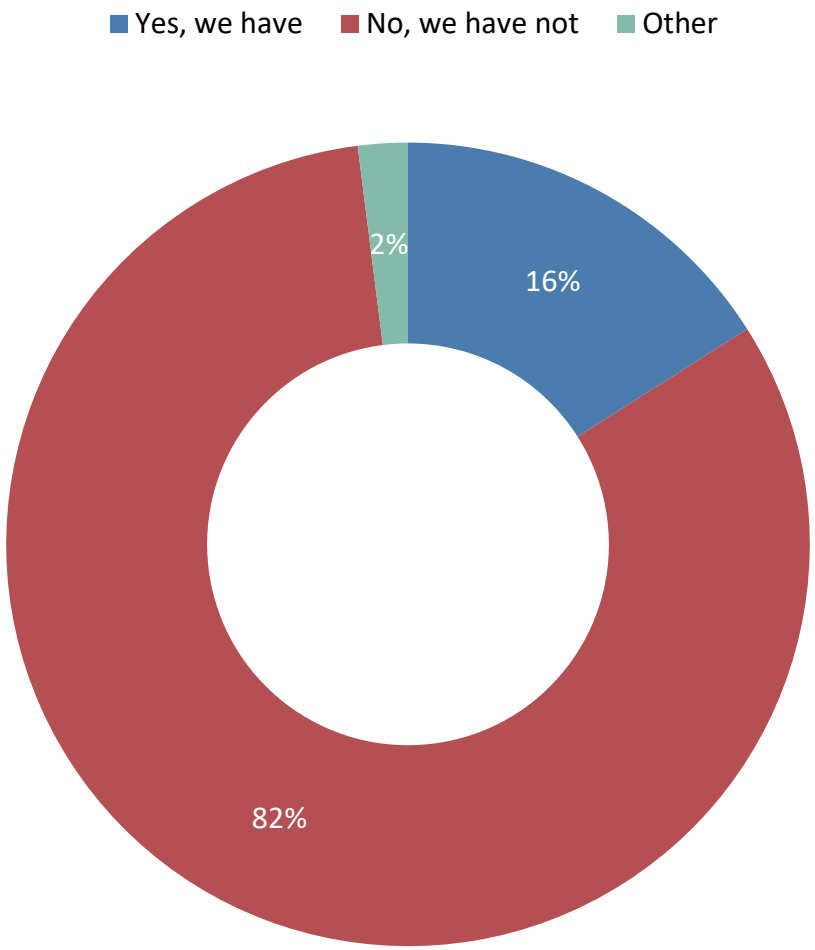


Base: 255 (65% of respondents)

How familiar are you with the T&Cs around content usage on publisher and other platforms?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
[Extremely + Very familiar]	45	⇓ 20	⇑ 58	⇓ 19	29	41
Extremely familiar	14	5	⇑ 28	0	17	9
Very familiar	31	15	31	19	12	32
Somewhat familiar	52	49	31	51	43	⇓ 29
Hardly familiar	0	20	8	19	12	21
Not at all familiar	3	11	3	11	17	9
[Hardly + Not at all familiar]	3	31	⇓ 11	30	29	30
Base (n=255)	n=29	n=55	n=36	n=37	n=42	n=56

Have you ever faced any legal issues related to your use of third-party copyrighted material?

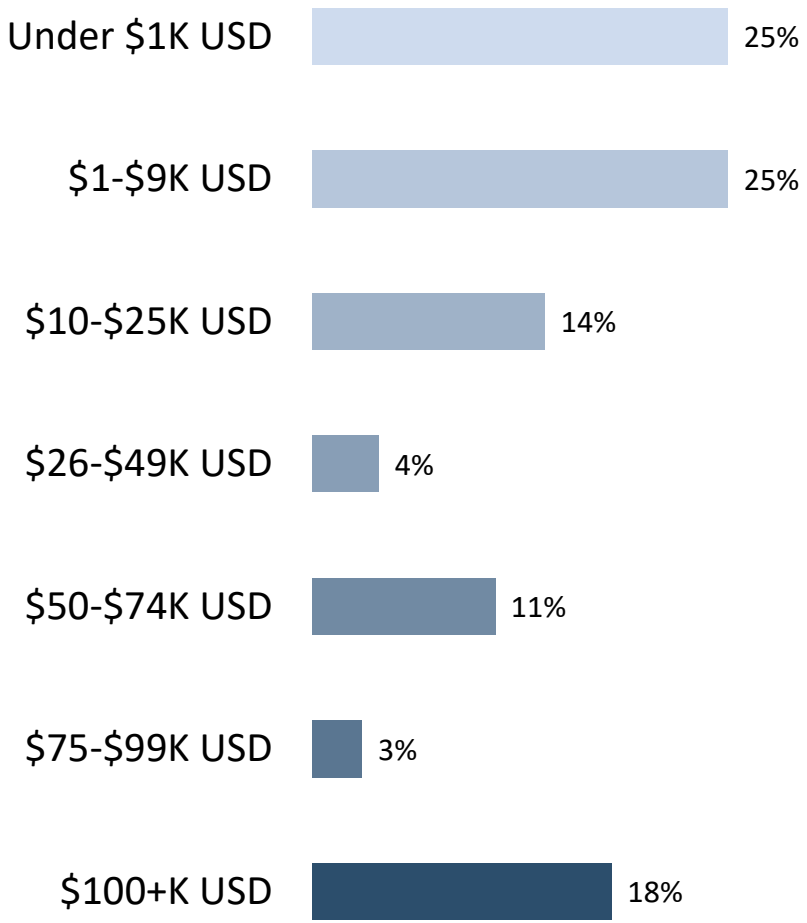


Base: 211 (54% of respondents)

Have you ever faced any legal issues related to your use of third-party copyrighted material?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Yes, we have	50	9	⇑ 33	10	16	⇓ 2
No, we have not	45	86	⇓ 67	90	84	⇑ 96
Other	5	5	0	0	0	2
Base (n=211)	n=20	n=43	n=33	n=31	n=32	n=52

If you settled, what was the approximate value of the settlement?

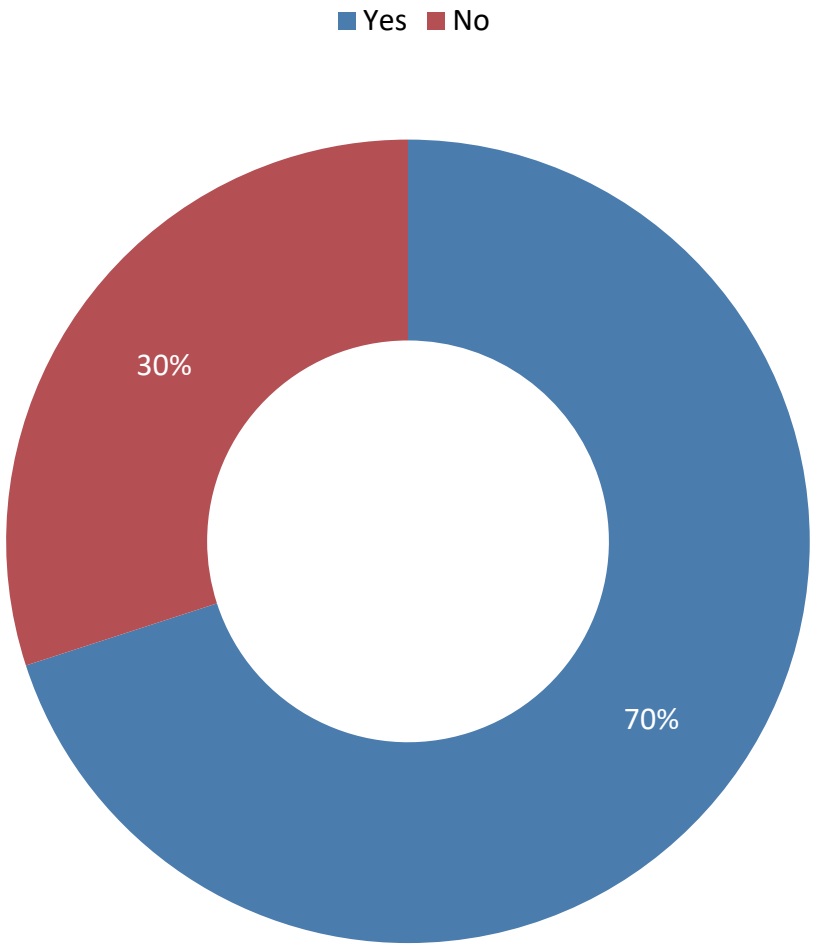


Base: 28 (7% of respondents)

If you settled, what was the approximate value of the settlement?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
[Under $1K + $1-$9K USD]	75	75	22	50	40	0
Under $1K USD	25	75	11	0	20	0
$1-$9K USD	50	0	11	50	20	0
$10-$25K USD	12	0	11	0	40	0
$26-$49K USD	0	25	0	0	0	0
$50-$74K USD	0	0	11	50	20	0
$75-$99K USD	0	0	11	0	0	0
$100+K USD	12	0	44	0	0	0
[$75-$99K + $100+K USD]	12	0	56	0	0	0
Base (n=28)	n=8	n=4	n=9	n=2	n=5	n=0

Has your organization ever had any of its copyrights infringed?

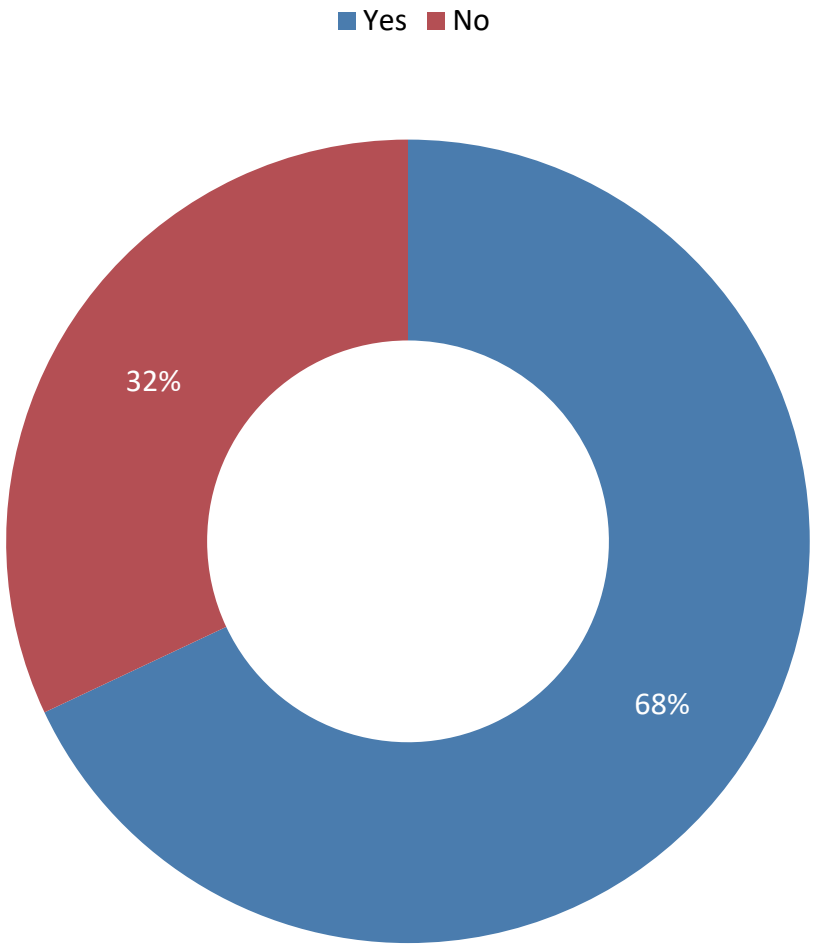


Base: 30 (8% of respondents)

Has your organization ever had any of its copyrights infringed?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Yes	100	75	44	100	60	0
No	0	25	56	0	40	100
Base (n=30)	n=10	n=4	n=9	n=1	n=5	n=1

Do you have any specific policies or procedures in place to protect your intellectual property?

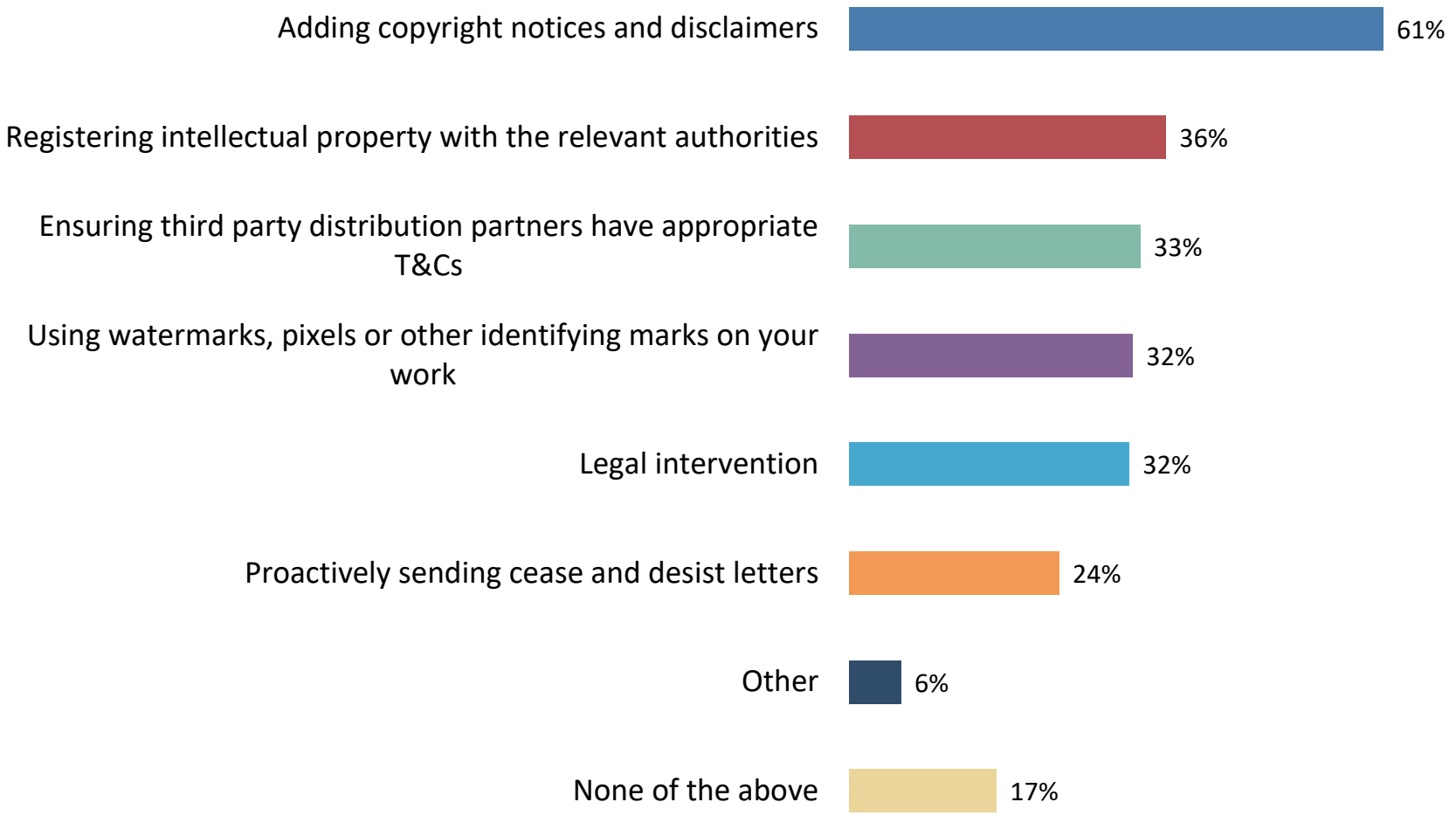


Base: 191 (49% of respondents)

Do you have any specific policies or procedures in place to protect your intellectual property?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Yes	88	57	65	64	87	58
No	12	43	35	36	13	42
Base (n=191)	n=25	n=35	n=26	n=25	n=30	n=50

What steps do you take to prevent others from infringing on your intellectual property?

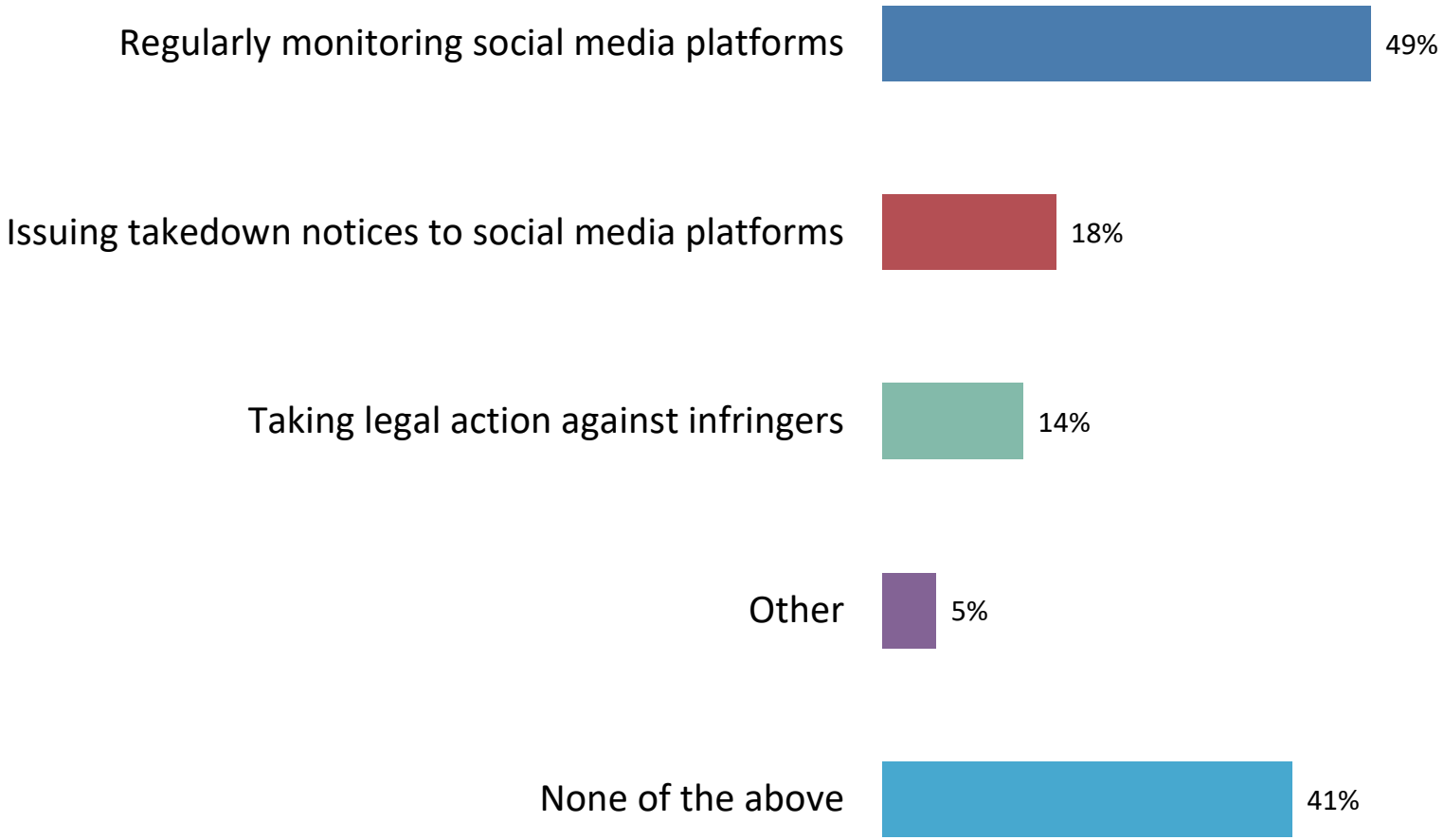


Base: 238 (61% of respondents)
Note: Respondents could select multiple options.

What steps do you take to prevent others from infringing on your intellectual property?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Adding copyright notices and disclaimers	74	58	67	54	68	53
Ensuring third party distribution partners have appropriate T&Cs	56	40	36	20	42	⇓ 16
Legal intervention	59	23	⇓ 12	31	⇑ 52	24
Proactively sending cease and desist letters	52	17	15	23	32	16
Registering intellectual property with the relevant authorities	63	27	21	29	⇑ 50	35
Using watermarks, pixels or other identifying marks on your work	33	44	⇓ 12	34	25	38
Other	7	2	0	3	⇑ 15	7
None of the above	4	23	21	20	10	18
Base (n=238)	n=27	n=48	n=33	n=35	n=40	n=55

How do you monitor and enforce intellectual property rights on social media platforms?

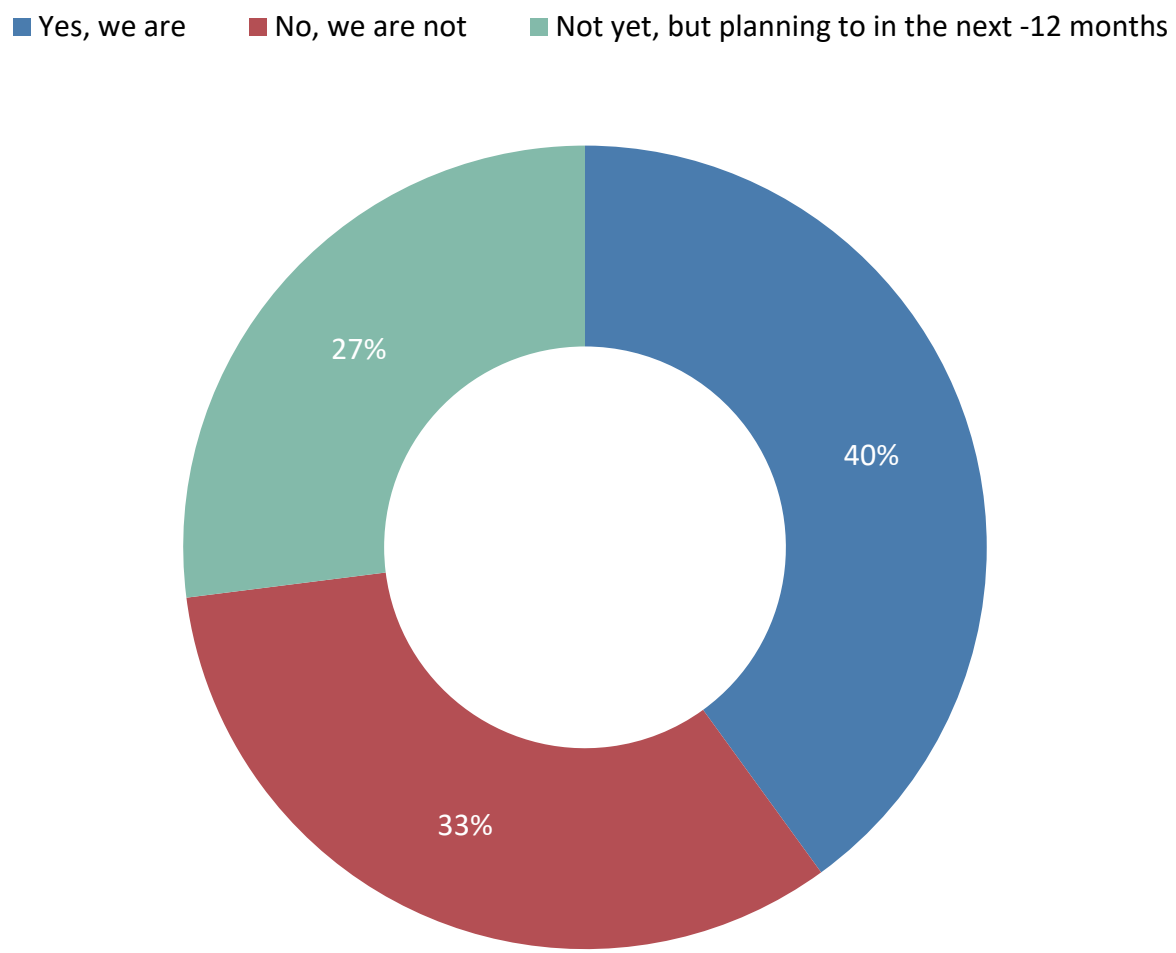


Base: 239 (61% of respondents)
Note: Respondents could select multiple options.

How do you monitor and enforce intellectual property rights on social media platforms?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Regularly monitoring social media platforms	41	58	30	57	⇑ 63	41
Issuing takedown notices to social media platforms	38	12	7	17	20	17
Taking legal action against infringers	38	14	3	9	17	9
Other	7	4	3	3	10	6
None of the above	31	40	63	37	⇓ 27	50
Base (n=239)	n=29	n=50	n=30	n=35	n=41	n=54

Is your organization or team implementing AI into your internal workflow?

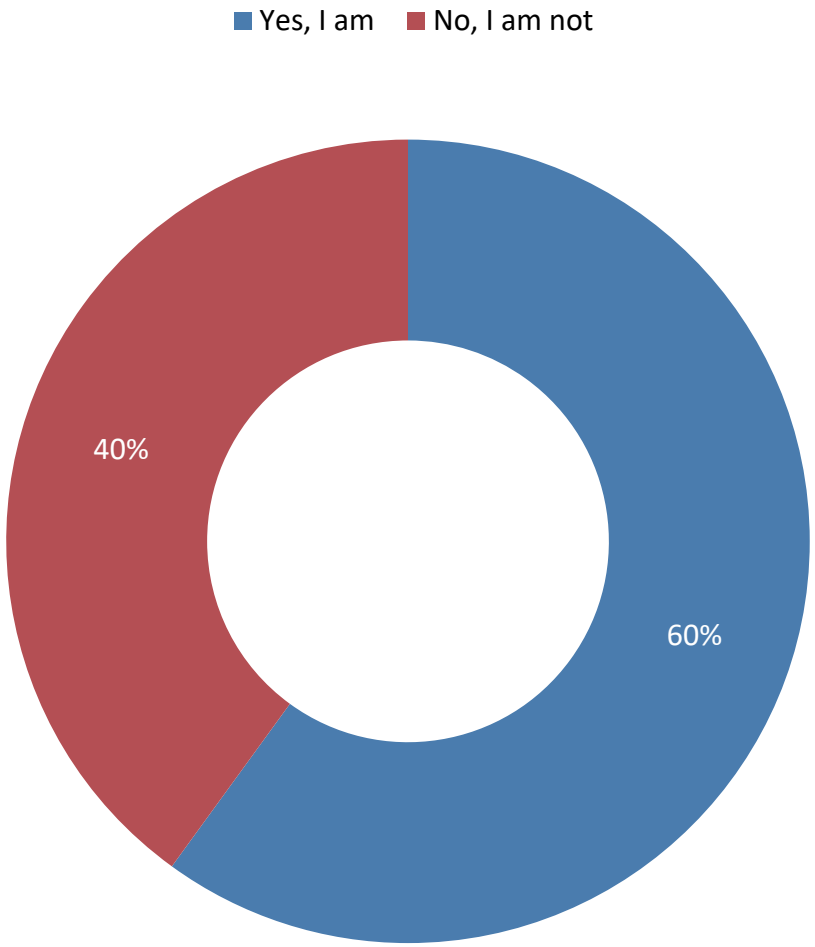


Base: 212 (54% of respondents)

Is your organization or team implementing AI into your internal workflow?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Yes, we are	36	43	⇑ 79	12	30	37
No, we are not	20	24	⇓ 3	62	43	43
Not yet, but planning to in the next -12 months	44	33	18	27	27	20
Base (n=212)	n=25	n=42	n=33	n=26	n=37	n=49

Do you work with your IT team on the implementation?

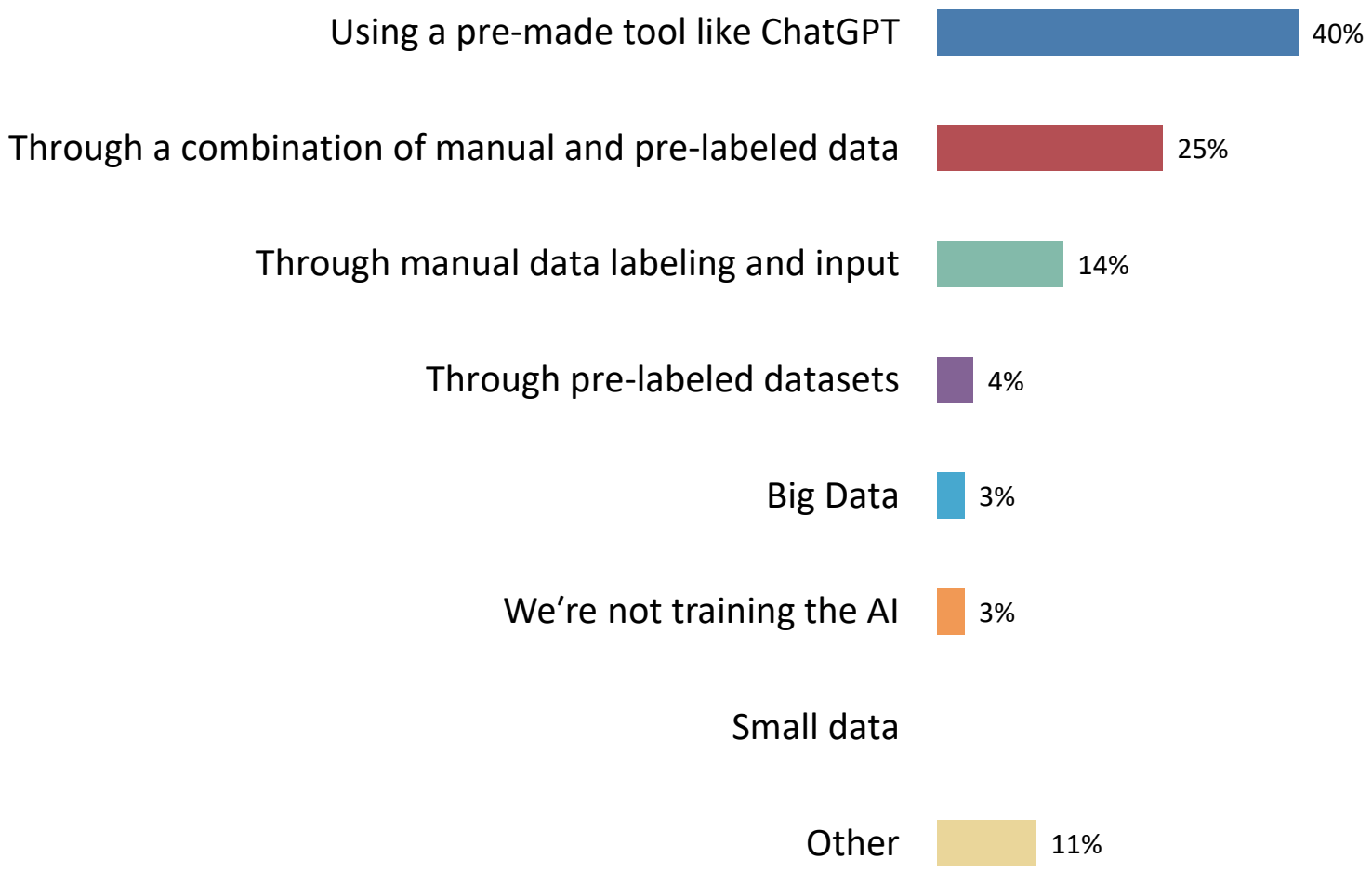


Base: 72 (18% of respondents)

Do you work with your IT team on the implementation?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Yes, I am	62	50	84	0	60	29
No, I am not	38	50	16	100	40	71
Base (n=72)	n=8	n=14	n=25	n=1	n=10	n=14

How are you training the AI?

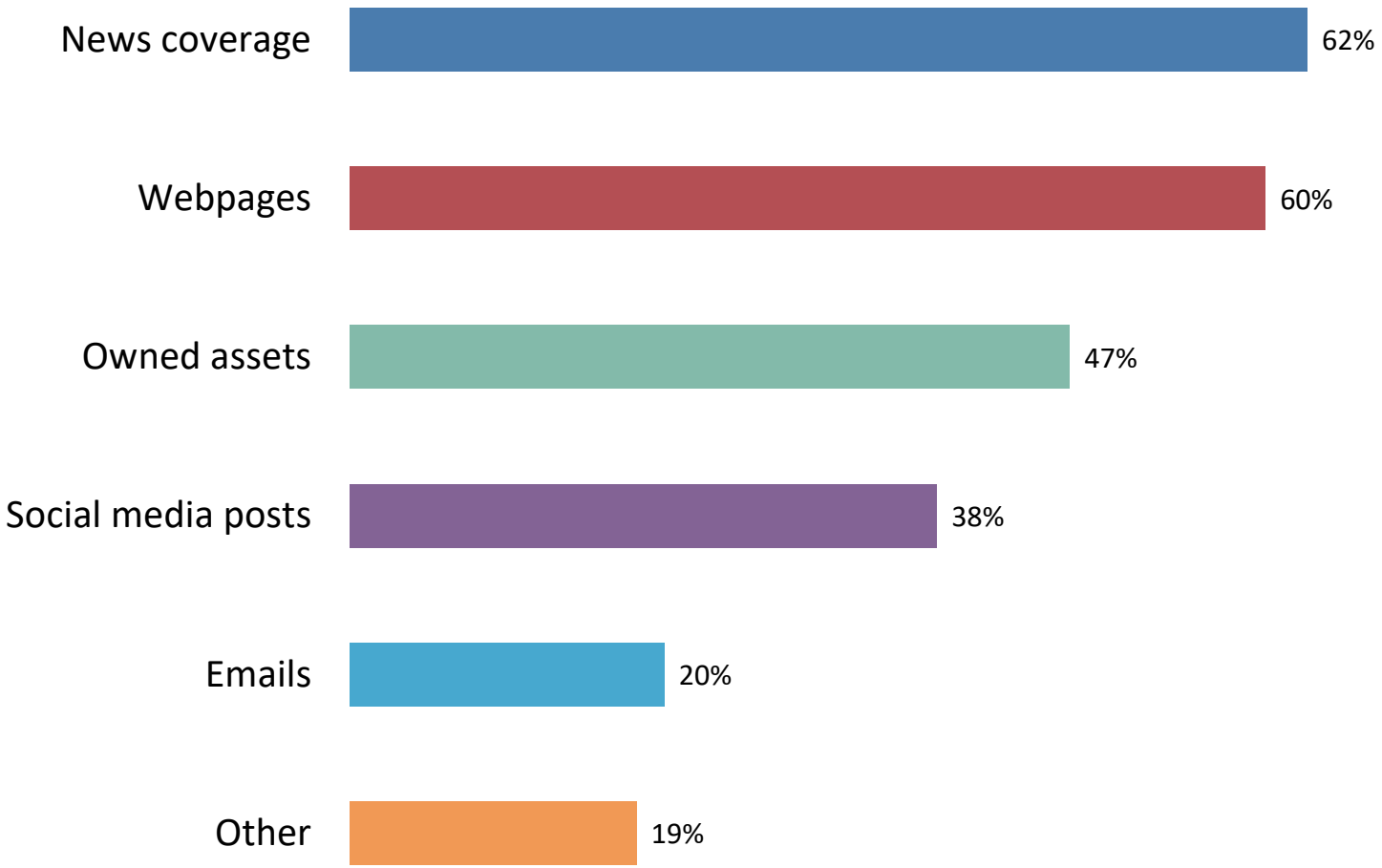


Base: 74 (19% of respondents)

How are you training the AI?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Through manual data labeling and input	0	0	14	0	20	31
Through pre-labeled datasets	0	0	9	0	0	6
Through a combination of manual and pre-labeled data	14	24	41	0	20	19
Big Data	14	0	5	0	0	0
Small data	0	0	0	0	0	0
Using a pre-made tool like ChatGPT	14	65	32	100	30	38
Other	29	12	0	0	30	6
We're not training the AI	29	0	0	0	0	0
Base (n=74)	n=7	n=17	n=22	n=2	n=10	n=16

What do you believe are the best data sources for training an AI?

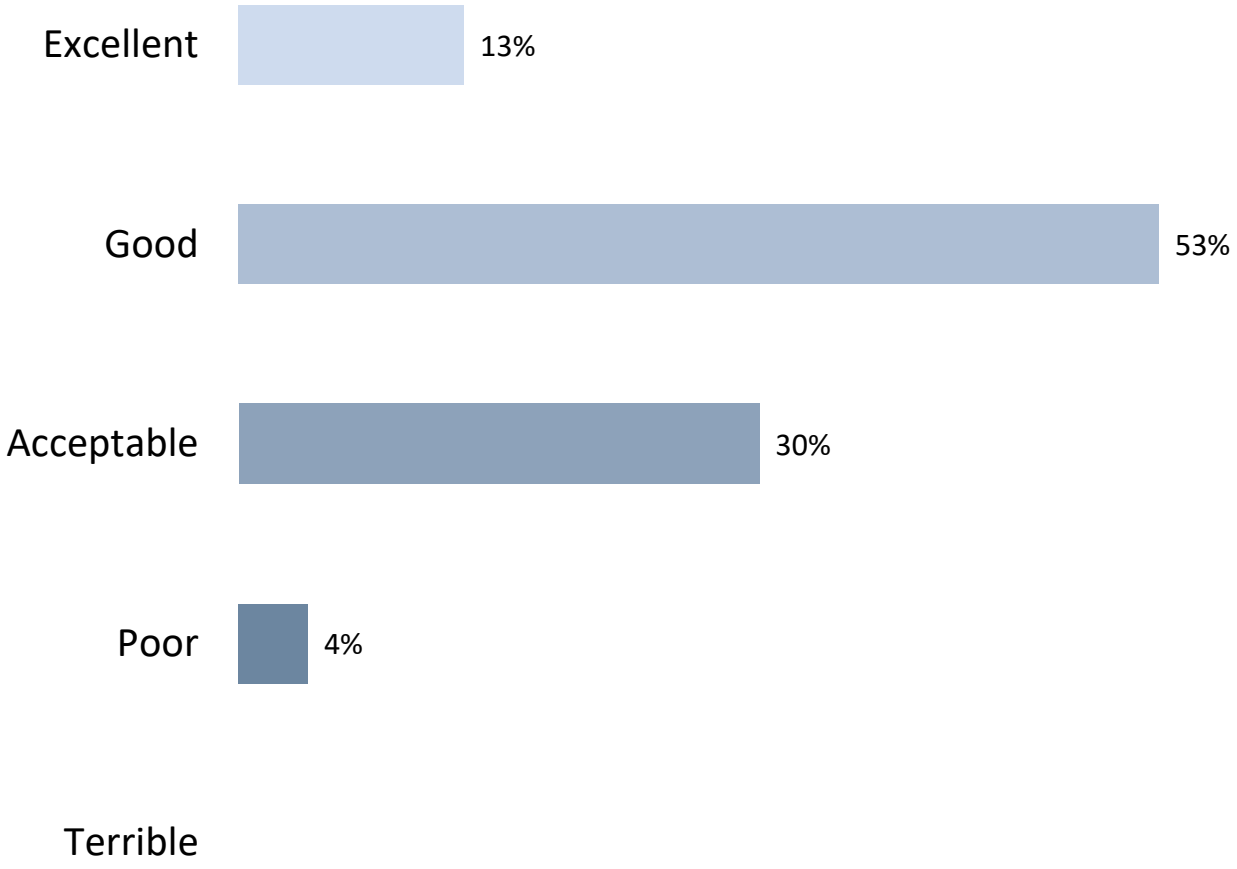


Base: 220 (56% of respondents)
Note: Respondents could select multiple options.

What do you believe are the best data sources for training an AI?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
News coverage	61	69	⇑ 85	65	⇓ 47	52
Emails	22	24	12	23	28	15
Owned assets	52	44	⇓ 24	61	56	46
Webpages	74	69	55	65	53	50
Social media posts	43	42	42	42	33	31
Other	26	11	⇓ 6	6	25	⇑ 33
Base (n=220)	n=23	n=45	n=33	n=31	n=36	n=52

How would you rate this questionnaire?



Base: 245 (62% of respondents)

How would you rate this questionnaire?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
[Excellent + Good]	59	60	⇑ 82	69	69	61
Excellent	10	12	⇑ 24	11	12	11
Good	48	48	58	57	57	50
Acceptable	38	36	⇓ 9	29	31	36
Poor	3	4	6	3	0	4
Terrible	0	0	⇑ 3	0	0	0
[Poor + Terrible]	3	4	9	3	0	4
Base (n=245)	n=29	n=50	n=33	n=35	n=42	n=56

What, if anything, could we do to improve the quality of this survey?

Word	Count	%	Example Quote
Questions	34	52%	"Need to change questions depending on the role of the respondent (different organisations) Some questions can be answered and others cannot, requiring an analogy to be drawn with the respondent."
Answers	14	22%	"The questions and the possible answers were not always crisply defined. For example, on your questions on copyright, my answers depend on the jurisdiction we are talking about."
AI	11	17%	"More specificity as to the use cases you're asking about. Some questions concerned news but others were far less clear. If one works in IT, AI is a different animal than the making-headlines-of-the-moment 'AI.'"
Terms	8	12%	"Some of the choices were worded in a way I couldn't understand what you meant, and there were terms that were not intuitive or common that I had to look up to make sure I understood the question."
Used	8	12%	"The language used was hard to understand and terms should have been explained e.g. what is a 'derivative work' Also a lack of 'None of the above' meant I selected options which were not necessary the true answer."
Survey	8	12%	"The survey was easy to use. A few questions carry some industry jargon, so that may have skewed the results a bit, but overall the survey was good. AI seems like a great tool and I believe many businesses will benefit, so the topic was relevant. Great job! Thank you for taking the time to seek out feedback."
Copyright	7	11%	"I am a retired journalism professor and active book author. So many of the questions did not apply to me as an individual, but I always taught about copyright and fair use issues during my teaching career."
Options	7	11%	"I was unsure what some of the options meant in the multiple selection answers where they were shortened for length of the option. Also some of the fair use questions seemed to lack nuance in the answers and that's where my perspective lies—I had to add that in the 'Other' option."
Different	7	11%	"Need context, acknowledgment of different approaches to IP and copyright around the world plus specifics in the type of AI training you are referencing - e.g generative, supervised learning, reinforcement learning as each has different data sets and requirements."
Issues	6	9%	"Questions were specifically targeted to organizations but solo practitioners see a breadth of issues with their client bases, would have been nice to see solo listed in type of company and have questions inclusive of those who manage a portfolio of clients."

What, if anything, could we do to improve the quality of this survey?

Top Crosstabs

What types of intellectual property do you or your company own?

	Categorized: What type of organization do you work for?					
%	Publisher / Media Owner	Agency	Media-Monitoring Organization	Nonprofit	Corporation	Other
Patents	21	⇓ 11	25	14	⇑ 52	13
Trademarks	79	⇓ 45	⇑ 78	59	⇑ 74	⇓ 39
Copyrights	93	⇓ 41	⇓ 47	⇑ 78	⇑ 79	57
Trade secrets	18	25	36	14	⇑ 45	⇓ 11
None of the above	4	⇑ 34	11	14	10	⇑ 31
Base (n=253)	n=28	n=56	n=36	n=37	n=42	n=54

Which of the following do you believe are part of fair use as currently defined but should be limited?

	Which of the following do you consider to be part of fair use of copyright material?													
%	Quote to critique	Quote to share without need for original	Quote to adapt and transform	Quote as part of a commercial offering	Quote for profit	Quote to educate	Quote to avoid paywall	Quote a small portion of	Share via link on social channels, email, etc.	Share image of article on social channels, email, etc.	Share within an organization	Parse for text and data mining	Parse for training AI systems and learning models	Other
Quote to critique	↑ 39	15	28	22	24	28	23	22	22	23	26	30	26	20
Quote to share without need for original	16	↑ 55	14	12	24	12	13	19	15	14	14	20	21	20
Quote to adapt and transform	22	19	↑ 58	32	44	21	26	17	↓ 14	19	22	28	29	20
Quote as part of a commercial offering	11	11	23	↑ 49	36	11	↑ 32	12	11	15	14	28	24	13
Quote for profit	↓ 5	13	18	↑ 24	48	↓ 5	↑ 32	7	7	10	8	↑ 22	18	7
Quote to educate	27	23	26	29	28	↑ 41	29	28	24	25	27	25	24	13
Quote to avoid paywall	8	13	14	17	24	7	↑ 45	9	9	10	12	20	18	0
Quote a small portion of	29	32	30	34	28	32	26	↑ 50	29	26	33	40	34	27
Share via link on social channels, email, etc.	30	26	25	20	16	29	23	27	↑ 45	33	34	28	29	13
Share image of article on social channels, email, etc.	32	34	33	24	36	31	26	32	35	↑ 62	38	30	29	33
Share within an organization	27	26	25	32	32	29	35	26	28	29	↑ 49	35	29	0
Parse for text and data mining	19	21	23	27	32	15	23	17	18	18	18	↑ 62	↑ 47	7
Parse for training AI systems and learning models	18	23	18	27	36	16	19	18	18	19	19	↑ 40	↑ 66	13
Other	5	9	0	5	4	4	3	4	5	4	3	2	3	60
Base (n=173)	n=96	n=47	n=57	n=41	n=25	n=112	n=31	n=102	n=120	n=84	n=93	n=40	n=38	n=15

Which of the following do you consider to be part of fair use of copyright material?

	Which of the following do you believe are part of fair use as currently defined but should be limited?													
%	Quote to critique	Quote to share without need for original	Quote to adapt and transform	Quote as part of a commercial offering	Quote for profit	Quote to educate	Quote to avoid paywall	Quote a small portion of	Share via link on social channels, email, etc.	Share image of article on social channels, email, etc.	Share within an organization	Parse for text and data mining	Parse for training AI systems and learning models	Other
Quote to critique	↑ 100	58	64	55	42	57	57	55	54	60	57	72	68	56
Quote to share without need for original	19	100	27	25	50	24	43	29	22	31	26	40	44	44
Quote to adapt and transform	43	31	↑ 100	65	83	33	57	33	↓ 26	37	30	52	40	0
Quote as part of a commercial offering	24	19	39	100	83	26	50	27	↓ 15	↓ 19	28	44	44	22
Quote for profit	16	23	33	45	100	15	43	14	↓ 7	17	17	32	36	11
Quote to educate	84	54	70	60	50	↑ 100	57	71	61	67	70	68	72	44
Quote to avoid paywall	19	15	24	50	83	20	100	16	↓ 13	15	24	28	24	11
Quote a small portion of	59	73	52	60	58	63	64	↑ 100	↓ 52	63	59	68	72	44
Share via link on social channels, email, etc.	70	69	↓ 52	65	67	63	79	69	↑ 100	81	72	84	88	67
Share image of article on social channels, email, etc.	51	46	48	65	67	46	57	↓ 43	52	↑ 100	52	60	64	33
Share within an organization	65	50	61	65	58	54	79	61	59	67	↑ 100	68	72	33
Parse for text and data mining	32	31	33	55	75	↓ 22	57	31	↓ 20	↓ 23	30	100	64	11
Parse for training AI systems and learning models	27	31	33	45	58	↓ 20	50	25	↓ 20	↓ 21	24	72	100	11
Other	8	12	9	10	8	4	0	8	4	10	0	4	8	100
Base (n=298)	n=37	n=26	n=33	n=20	n=12	n=46	n=14	n=51	n=54	n=52	n=46	n=25	n=25	n=9

What steps do you take to prevent others from infringing on your intellectual property?

	What types of intellectual property do you or your company own?				
%	Patents	Trademarks	Copyrights	Trade secrets	None of the above
Adding copyright notices and disclaimers	76	69	72	69	↓ 33
Ensuring third party distribution partners have appropriate T&Cs	↑ 57	43	41	51	↓ 17
Legal intervention	51	41	41	46	↓ 7
Proactively sending cease and desist letters	37	34	34	37	0
Registering intellectual property with the relevant authorities	↑ 63	47	49	44	↓ 11
Using watermarks, pixels or other identifying marks on your work	29	36	38	36	↓ 20
Other	10	6	7	12	4
None of the above	4	10	↓ 6	5	↑ 46
Base (n=238)	n=51	n=139	n=148	n=59	n=46

What types of intellectual property do you or your company own?

	Does your organization have a policy regarding the use of copyrighted content?	
%	Yes	No
Patents	⇑ 28	⇓ 9
Trademarks	⇑ 63	⇓ 40
Copyrights	⇑ 71	⇓ 42
Trade secrets	⇑ 31	⇓ 4
None of the above	⇓ 12	⇑ 44
Base (n=199)	n=154	n=45

Do you have any specific policies or procedures in place to protect your intellectual property?

	Does your organization have a policy regarding the use of copyrighted content?	
%	Yes	No
Yes	⇑ 85	⇓ 13
No	⇓ 15	⇑ 87
Base (n=168)	n=129	n=39

What steps do you take to prevent others from infringing on your intellectual property?

	Does your organization have a policy regarding the use of copyrighted content?	
%	Yes	No
Adding copyright notices and disclaimers	⇑ 74	⇓ 32
Ensuring third party distribution partners have appropriate T&Cs	⇑ 45	⇓ 12
Legal intervention	⇑ 40	⇓ 22
Proactively sending cease and desist letters	⇑ 31	⇓ 10
Registering intellectual property with the relevant authorities	⇑ 47	⇓ 10
Using watermarks, pixels or other identifying marks on your work	⇑ 39	⇓ 20
Other	5	2
None of the above	⇓ 8	⇑ 44
Base (n=187)	n=146	n=41

What types of intellectual property do you or your company own?

	Do you have any specific policies or procedures in place to protect your intellectual property?	
%	Yes	No
Patents	⇑ 32	⇓ 2
Trademarks	⇑ 69	⇓ 41
Copyrights	⇑ 81	⇓ 39
Trade secrets	⇑ 31	⇓ 10
None of the above	⇓ 7	⇑ 41
Base (n=189)	n=128	n=61

Does your organization have a policy regarding the use of copyrighted content?

	Do you have any specific policies or procedures in place to protect your intellectual property?	
%	Yes	No
Yes	⇑ 96	⇓ 36
No	⇓ 4	⇑ 64
Base (n=168)	n=115	n=53

What steps do you take to prevent others from infringing on your intellectual property?

	Do you have any specific policies or procedures in place to protect your intellectual property?	
%	Yes	No
Adding copyright notices and disclaimers	⇑ 81	⇓ 38
Ensuring third party distribution partners have appropriate T&Cs	⇑ 52	⇓ 7
Legal intervention	⇑ 48	⇓ 10
Proactively sending cease and desist letters	⇑ 39	⇓ 2
Registering intellectual property with the relevant authorities	⇑ 59	⇓ 10
Using watermarks, pixels or other identifying marks on your work	⇑ 39	⇓ 23
Other	4	3
None of the above	0	⇑ 42
Base (n=187)	n=127	n=60

How do you monitor and enforce intellectual property rights on social media platforms?

	Do you have any specific policies or procedures in place to protect your intellectual property?	
%	Yes	No
Regularly monitoring social media platforms	⇑ 67	⇓ 23
Issuing takedown notices to social media platforms	⇑ 28	⇓ 3
Taking legal action against infringers	⇑ 23	⇓ 5
Other	4	2
None of the above	⇓ 25	⇑ 70
Base (n=186)	n=126	n=60

What types of intellectual property do you or your company own?

	What steps do you take to prevent others from infringing on your intellectual property?							
%	Adding copyright notices and disclaimers	Ensuring third party distribution partners have appropriate T&Cs	Legal intervention	Proactively sending cease and desist letters	Registering intellectual property with the relevant authorities	Using watermarks, pixels or other identifying marks on your work	Other	None of the above
Patents	27	37	35	34	38	↓ 20	36	↓ 5
Trademarks	67	77	76	↑ 84	78	66	57	↓ 35
Copyrights	74	77	81	↑ 91	↑ 86	74	79	↓ 22
Trade secrets	28	38	36	39	31	28	50	↓ 8
None of the above	10	10	↓ 4	0	6	12	14	↑ 52
Base (n=253)	n=144	n=78	n=75	n=56	n=85	n=76	n=14	n=40

What steps do you take to prevent others from infringing on your intellectual property?

	How do you monitor and enforce intellectual property rights on social media platforms?				
%	Regularly monitoring social media platforms	Issuing takedown notices to social media platforms	Taking legal action against infringers	Other	None of the above
Adding copyright notices and disclaimers	↑ 76	↑ 88	79	31	↓ 47
Ensuring third party distribution partners have appropriate T&Cs	47	↑ 63	↑ 64	31	↓ 16
Legal intervention	45	↑ 63	↑ 79	15	↓ 16
Proactively sending cease and desist letters	35	↑ 71	↑ 67	15	↓ 9
Registering intellectual property with the relevant authorities	48	↑ 66	↑ 64	31	↓ 23
Using watermarks, pixels or other identifying marks on your work	↑ 46	↑ 59	42	23	↓ 18
Other	3	5	3	54	3
None of the above	↓ 4	0	3	8	↑ 34
Base (n=238)	n=116	n=41	n=33	n=13	n=96