

C©PYRIGHTAGENCY

**COPYRIGHT AS A
REVENUE STREAM**

Lucinda Gardiner
Licensing & Compliance Manager

Acknowledgment

We acknowledge the custodians of this land, the traditional owners of the Port Douglas region the Kuku Yalanji people, and their Elders past and present. We acknowledge and respect their unbroken connections to the land upon which we all live and work.

In particular, we recognise and respect the contribution that Aboriginal and Torres Strait Islander people make to our nation through their artistic and cultural expression, and the working relationship that we have with many artists through our work at the Copyright Agency. We also wish to extend that respect to First Nations people who are present today, and to more recent arrivals.

About Copyright Agency

The story begins in 1974



*Laurie Muller and Tom Keneally with the first cheque distribution
of the Copyright Agency.*

WHAT WE DO

We collect licence fees for the reuse of text and images and distribute these as copyright royalty payments to our creator members.



Become a member today

Any Australian creator who owns copyright of published works should join Copyright Agency.

Membership is free.

“20 years ago, when we started publishing our first newspaper, The Independent Weekly, we pushed hard to be included as a member as we were small. Copyright Agency were very supportive in getting us included and to supplement some lost subscription income through copyright monitoring.”

- PAUL HAMRA
MANAGING DIRECTOR

SOLSTICE
MEDIA

Use of content in businesses

HOW CONTENT CREATED BY OTHERS HELPS BUSINESSES

24%
marketing
and
promotion

32%
maintain
best
practices

49%
stay up to
date with
latest
developments

23%
information
gathering

22%
design
inspiration/
use

45%
knowledge
expansion



This research was conducted by Fiftyfive5
on behalf of Copyright Agency.

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HOW CONTENT IS BEING ACCESSED IN THE WORKPLACE

2 out of 3
white collar
workers access
published content
in their role

42%
access
industry
reports

38%
access
newspaper
articles

30%
access
journal
articles

25%
access
magazine
articles

26%
access
research
papers

61%
download newspaper or
magazine articles

42%
are taking screenshots of
text, charts, graphs or
images

HOW CONTENT IS BEING USED IN THE WORKPLACE

65%

share via
email or
workplace
platforms

27%

share via
organisation's
public website

**More likely to download,
copy or save a newspaper
& magazine articles:**

Leadership roles - 58%

Human Resources – 40%

Marketing & Comms – 36%

53%

share
printed
copies

62%

share via
storage
platforms

42%


share via
email or file
transfer
externally

DID YOU KNOW?

505 million
potential copyright
infringements occur
each year in Australian
businesses.

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COPYRIGHTAGENCY

The background is a solid teal color. There are two large, dark blue circles. One is in the top-left corner, partially cut off. The other is in the bottom-right corner, also partially cut off.

Where Copyright Agency comes in...

We license Australian businesses:



Annual Blanket Licence

~930 licensees

Copy & share magazines newspapers, books, journals and other publications within a business.



Media Monitoring Licence

4 licensees

Media monitors to copy & share newspaper, magazine and website content to their customers.



Pay-Per-Use Licensing

~150 licences p/a

One off permissions to use newspaper, magazine or website content.

How it works:

1



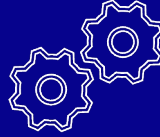
How does money come in?

We negotiate copyright fees with individual licensees or peak bodies representing a class of licensees.

Government
Education

Business

2



How are payments calculated?

We collect data from different sources that's relevant to each licence sector. This allows us to distribute payments fairly and as equitable as possible.

3



How does money get paid?

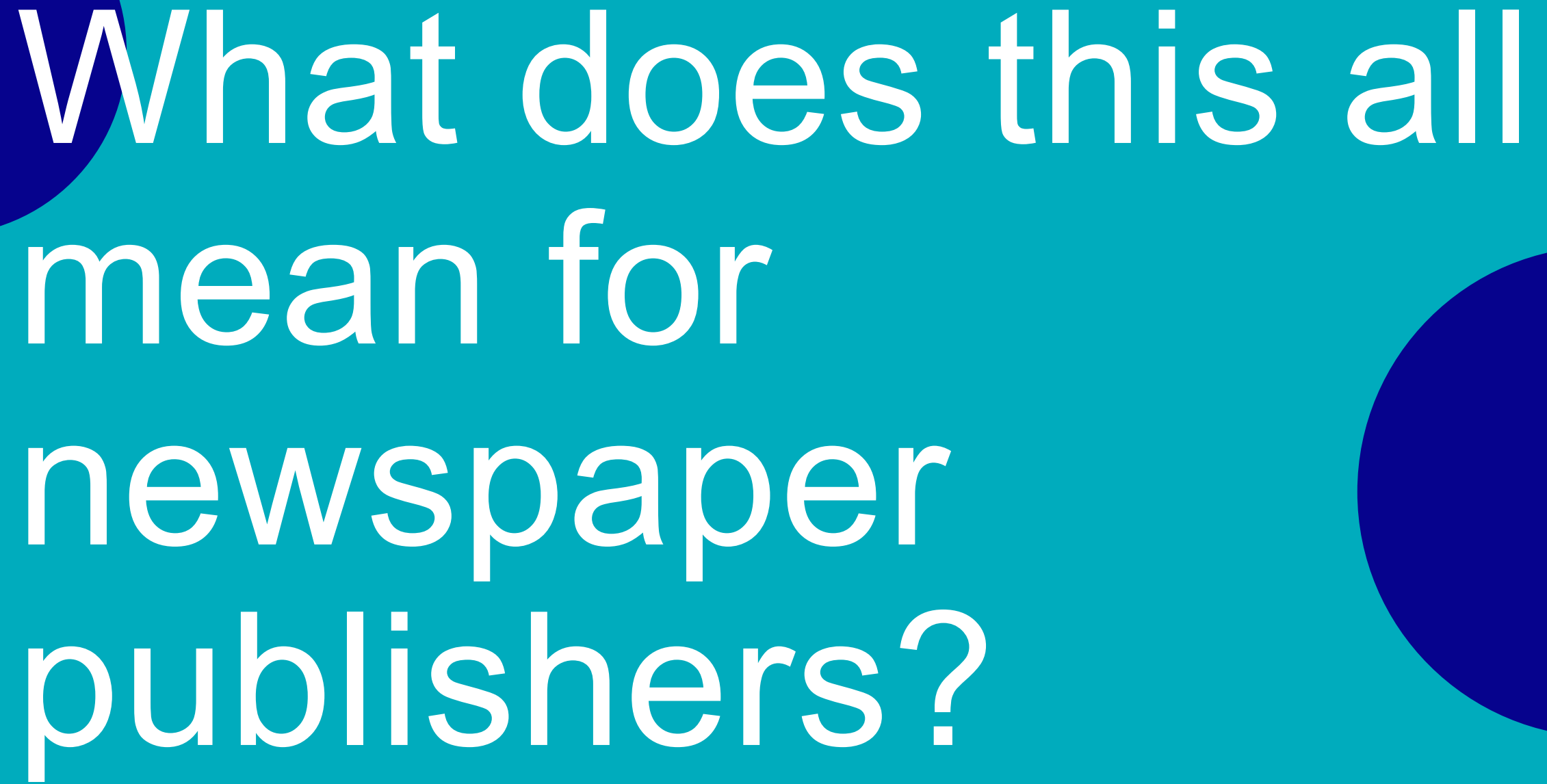
We match the use of content with copyright owners and directly pay into our members' bank accounts.

On Media Monitoring

Copyright Agency only provides the rights for media monitors to use content belonging to our members

We don't provide content – if you've been contacted by a media monitoring company to obtain access to your content – that is not us.



The background is a solid teal color. There are two large, dark blue circles. One is in the top-left corner, partially overlapping the text. The other is on the right side, partially cut off by the edge of the frame.

What does this all
mean for
newspaper
publishers?

Copyright Agency is a potential revenue stream for newspaper publisher members.

Copyright Agency can only pay rightsholders who are members of Copyright Agency.

Allocations to Copyright Agency members are based on usage data and licence fees paid.

In FY23 – CA
allocated
\$142m
to over 36,000
rightsholders

Hypothetical One: Dulwich Weekly



LOCAL WEEKLY PRINTED
NEWSPAPER WITH
WEBSITE BASED IN
BRISBANE



THIS YEAR THEY
RECEIVED \$\$\$
FROM MEDIA MONITORING
AND \$\$ FROM THE ANNUAL
LICENCE.



OUR SURVEYS IDENTIFIED AN
ARTICLE WAS USED BY A
SCHOOL, SO THEY ALSO
RECEIVED \$ FROM
EDUCATION LICENCE

Hypothetical Two: Stanford Daily



ONLINE ONLY NEWSPAPER
BASED IN A MARGINAL
SEAT IN VICTORIA



AS THERE WAS A STATE
ELECTION, THEY
RECEIVED HIGHER THAN
NORMAL MEDIA
MONITORING LICENCE
FEES

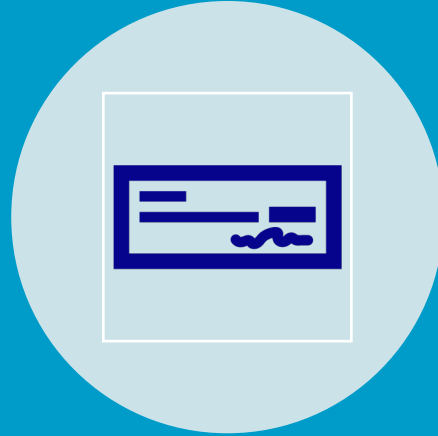


COPYRIGHT AGENCY
ASSISTED WITH CLEARING
RIGHTS FOR AN ARTICLE TO
BE USED IN A DOCUMENTARY
ON A PAY-PER-USE BASIS = \$

Hypothetical Three: Advocate Group



HAS FIVE PRINT
NEWSPAPERS AND
WEBSITES IN NSW & QLD



RECEIVES \$\$\$ FROM
MEDIA MONITORING



RECIEVES \$\$ FROM
ANNUAL BLANKET
LICENCES

Emerging copyright issues

Generative AI

CA's approach

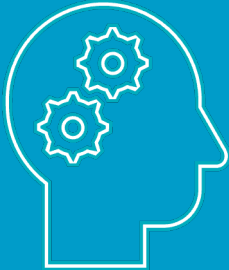


ADVOCACY



LICENSING

What are we advocating for?



AI developers should:

- Pay for the value of other people's content
- Stop infringing outputs
- Be transparent about the content they are using



The Australian government should:

- Not water down the Copyright Act
- State that AI developers pay for content used
- Require transparency from AI developers
- Require companies offering AI products in Australia to compensate Australian creators

Copyright Licensing Opportunities



**AI model development
/ Foundation LLM
training**

**Custom data sets to
refine LLMs**

End user permissions

ONE LAST THING

Have you received an email from “Copyright Agent” or “PicRights”?

Minimising the risk



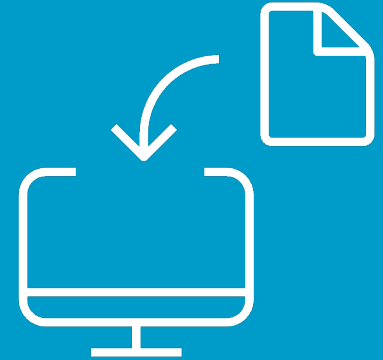
Have the appropriate licences and permissions in place



Licences, particularly photo licences, can be time limited or only for a specific purpose. Make sure your use matches the licence



It may be useful to create a centralised licence register for your website



Regularly review and audit your website for photographs or third-party text content that is out of licence, or no longer needed

Join online today by scanning below



Questions about membership?

Contact our Member Services team on 02 9394 7600
or email memberservices@copyright.com.au