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CEO

# WHO WE ARE

The Copyright Agency is an  
Australian not-for-profit  
organisation that has been  
standing up for creators for 50  
years

# 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.

In FY24 – CA  
distributed  
**\$102m**  
to over 22,000  
rightsholders



## Become a member today

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

**Membership is free.**

# Current Copyright Issues

# GenAI Copyright Licensing Opportunities



**AI model development  
/ Foundation LLM  
training**

**Custom data sets to  
refine LLMs**

**End user permissions**

**Research  
conducted by  
independent market  
research agency  
FiftyFive5 shows  
that Generative AI is  
already widely used  
in commercial  
workplaces and is  
set to expand  
further**

**56%**

...of white-collar  
workers use  
GenAI tools

**58%**

...of these  
copy/paste  
news items in  
their prompts

**49%**

...of these  
upload files  
containing news  
in their  
prompts

# ONE LAST THING

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

# Minimising the risk of infringing



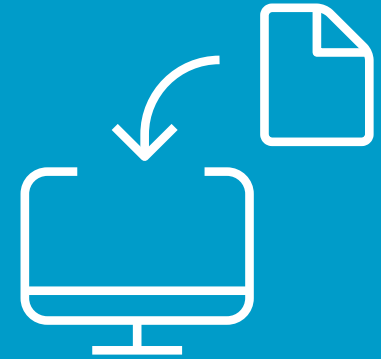
Have the appropriate licences and permissions in place



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](mailto:memberservices@copyright.com.au)