



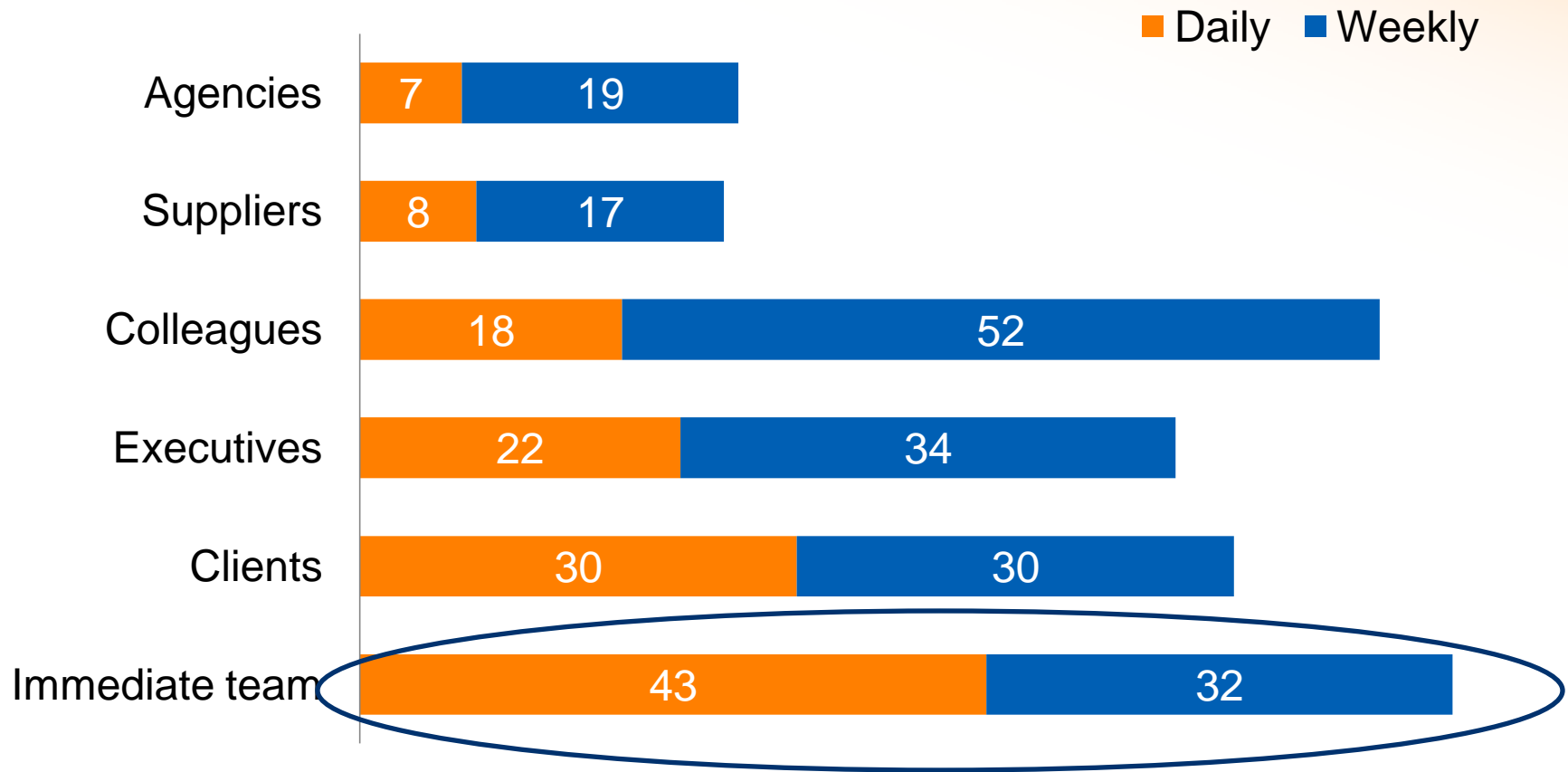
Managing Copyright Compliance in the Workplace

Kim Zwollo

ICIC, Berlin, 2012



Frequency of Information Sharing



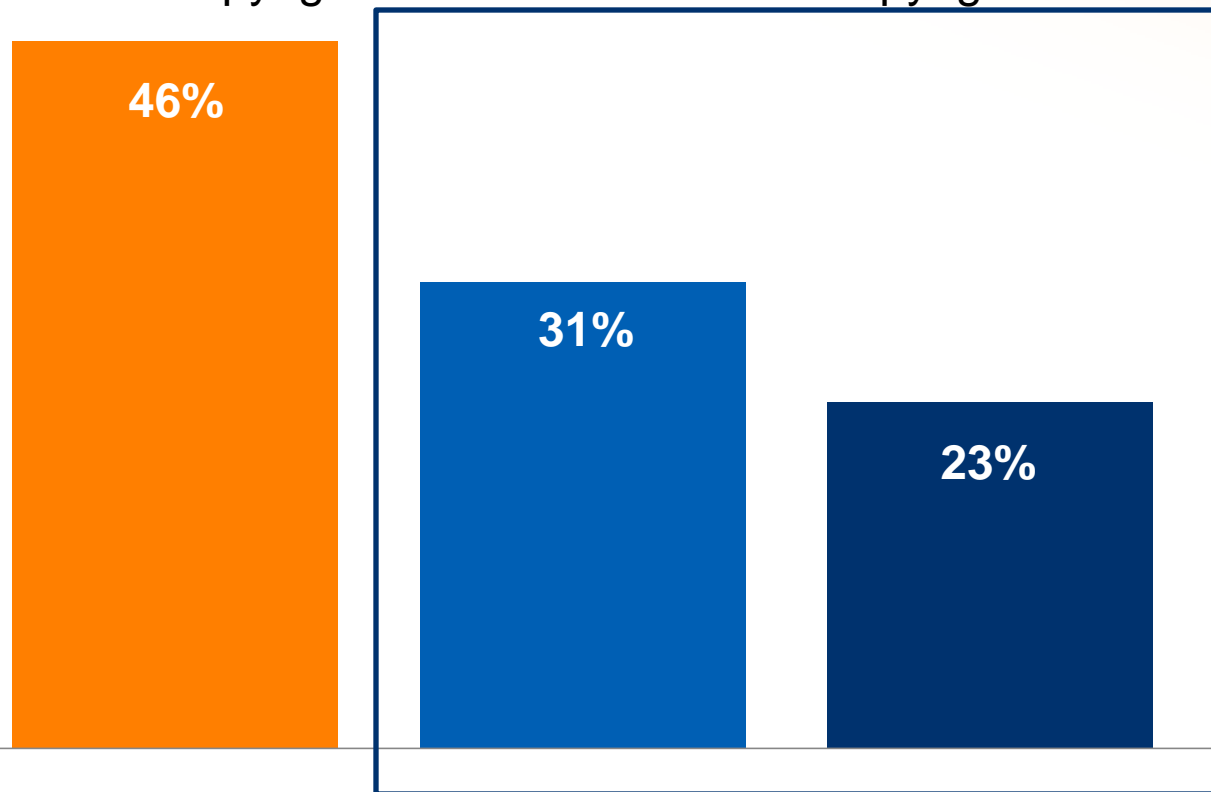
How Workers Share Content

Method	%
Email attachments	84
Cut content from source & insert in email	48
Cut & paste to instant or text message	11
Post content on intranets, shared portals	8

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Copyright Awareness in the Workplace

■ Think about Copyright ■ Don't think about Copyright ■ Ambivalent



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Common Misconception

More than 1/2 believe that if they get free information online or in print, it's okay to share without checking for copyright permission.



100%

of companies surveyed
share content *across* borders

© digital content: I would like to.....

....SAFE DIGITAL BORDERS
....COPY AND SHARE FILES..?
..USE PDF'S FOR INTERNALLY..?
Across Geographical Borders
FOR GOVERNMENT FILING..?

Come see us for:

1. Global Copyright Licenses:

- a. CCC's Multinational Copyright License
- b. VGWORT's Digital Copyright License

2. Workflow Solutions:



3. Who are we?

Not-for-profit rights broker, serving 35.000 companies globally, representing more than 400.000 rights holders.

We make Copyright work!

3 TIPS to copyright compliance

1. Extend **employee training** to include copyright compliance
2. Implement a companywide **copyright policy**
3. **Secure consistent usage rights** across the company



Thank you

Kim Zwollo

www.rightsdirect.com

