

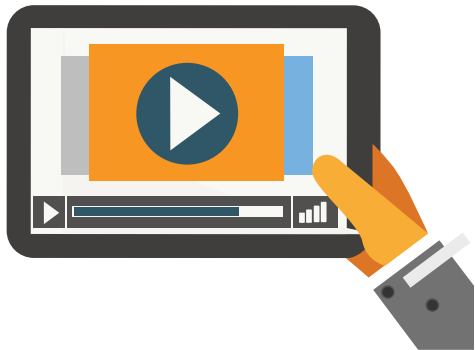


The use of video and film content is an exciting way to convey ideas, generate enthusiasm and draw attention to a businesses' products and services. However, in the daily rush to get things done, even well-intentioned employees may unknowingly share copyrighted material without permission to do so.

Copyright Clearance Center conducted an online survey of Fortune 1000 companies to learn more about the use of video in the workplace.

16 hours of video per employee, per month¹.

45 minutes of video are watched per day, per employee¹.



Source: Gartner Research

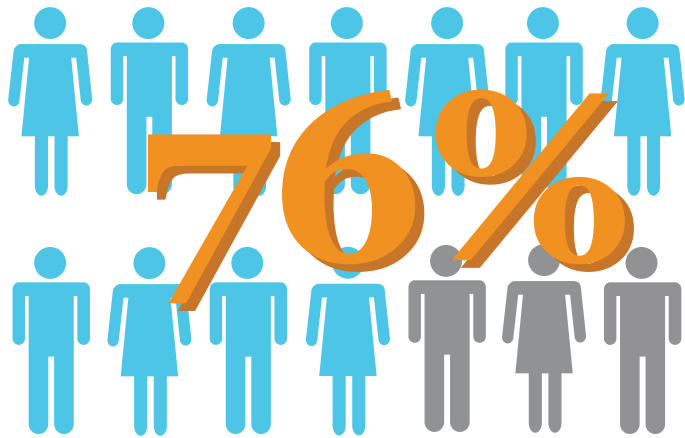
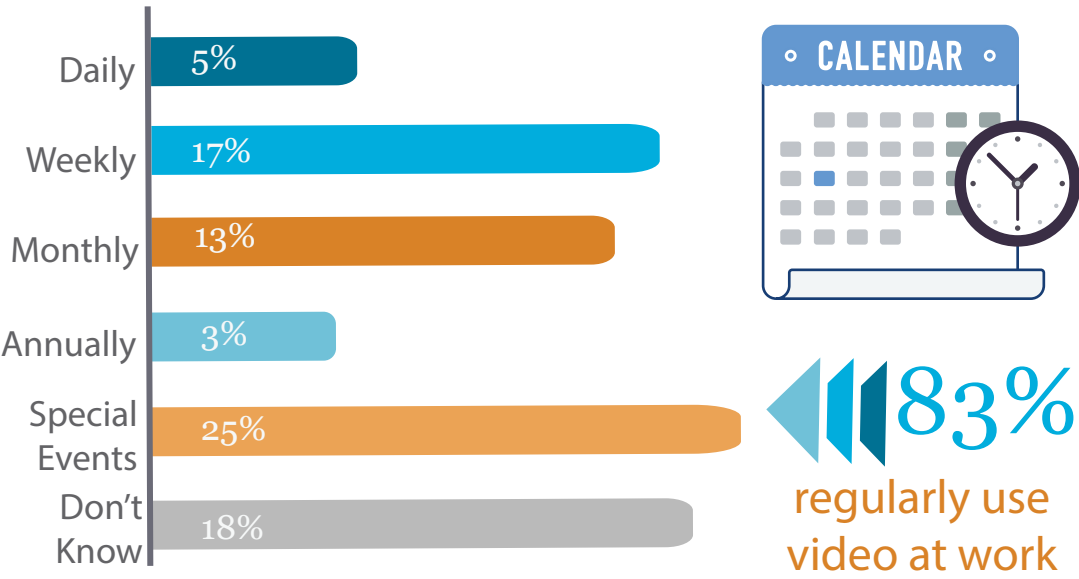
Employees prefer video

75% of employees are more likely to watch video than read a document, read an email or web article.



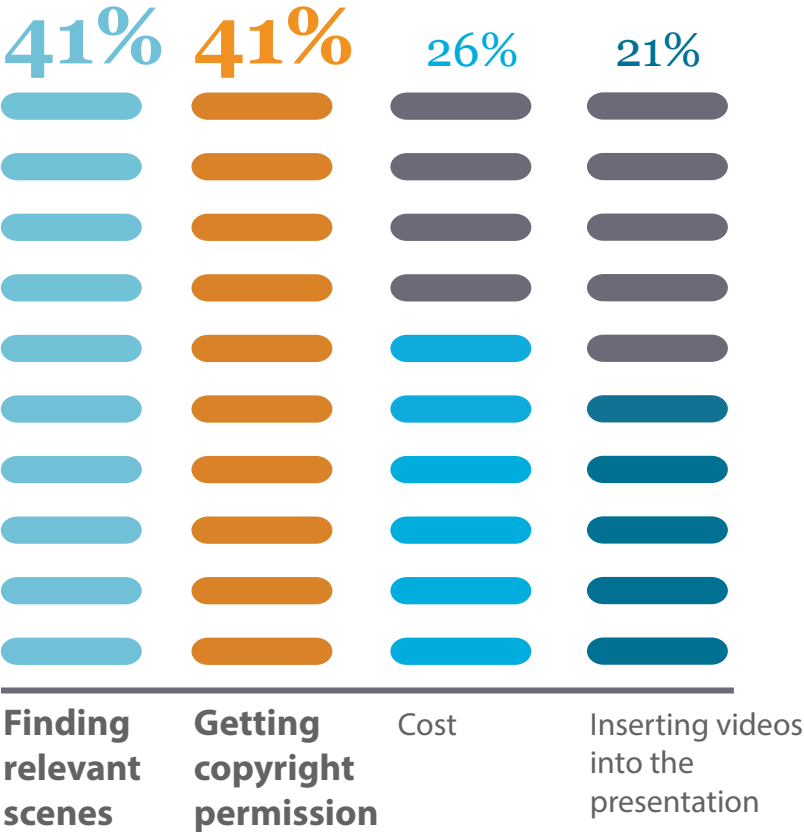
Source: Forrester Research

How often is video used at work?



Agree that incorporating video scenes into presentations or other materials adds value

Biggest hurdles to using video



Understanding rights & permissions



Contact **Copyright Clearance Center** to learn how your organization can easily gain permission to use legally obtained video footage for sales meetings, training and development programs, tradeshow and more.

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