For professionals in Finance and Insurance, using content is essential for collaboration and greatly influences market strategy, investment decisions, and data privacy protocols. With constant pressure around performance and results, the behaviors and attitudes of professionals in these industries regarding content use and sharing have shifted over time as they seek to establish a competitive edge in an ever-changing landscape. The pandemic in 2020 also triggered dramatic changes to where and how employees engage and collaborate using published content. The 2020 Information Seeking and Consumption Study by Outsell, Inc. focused on the speed, volume, and scale at which external content is being shared across Finance and Insurance professionals. Here’s what we learned:

Importance of Content
Knowledge workers in Finance and Insurance consider 5.8 different print or digital publications critical to their job function.

Types of externally published content used at work

<table>
<thead>
<tr>
<th>Type of Content</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>69%</td>
</tr>
<tr>
<td>Email newsletters</td>
<td>53%</td>
</tr>
<tr>
<td>Trade or business publications</td>
<td>52%</td>
</tr>
<tr>
<td>Market research</td>
<td>42%</td>
</tr>
<tr>
<td>Research papers</td>
<td>40%</td>
</tr>
<tr>
<td>Books</td>
<td>28%</td>
</tr>
<tr>
<td>Scholarly journals</td>
<td>23%</td>
</tr>
<tr>
<td>Blogs</td>
<td>22%</td>
</tr>
</tbody>
</table>

The Velocity of Content Sharing is on the Rise
The amount of information being shared across professional Finance and Insurance environments is nearly three times the rate of that in 2016 with respondents sharing work-related content on average 16 times per week with 10 other people. Considering that 49% of that content is sourced from external providers such as scientific journals, news sources, and other publications, there is the potential for more than 75.2 instances of unlicensed sharing per employee per week if proper permissions are not in place.
Copyright Awareness and Attitudes

Despite efforts to educate employees about copyright, according to Outsell’s 2020 research, 51% of professionals in Finance and Insurance surveyed are either unaware of their organization’s copyright policies or unsure of its details.

While 77% believe their organization takes appropriate measures to provide information and ensure copyright compliance, 70% agreed there are serious risks and implications to copyright infringement:

- 63% agreed that information purchased by their company that they can access in digital form, through portals or in the library, is permissible to share with others inside their organization.
- 59% agreed that if they obtain free information on the open web or in print, sharing is permitted.
- 54% agreed that in competitive, mission-critical or time-critical situations, they will forward any and all relevant information that will help the organization be more competitive.

Impact of Changing Work Environments

During the COVID-19 pandemic, 75% of respondents in Finance and Insurance reported working from home, of which:

- 30.7% reported sharing content more often
- 25.3% reported sharing with more people

Copyright Awareness

- 49% Yes, I’m aware of our copyright policy
- 11% No, there is no copyright policy
- 23% I think so, but I’m not sure of the details
- 17% I don’t think so/unsure

Why It Matters?

While the sharing of information with co-workers supports collaboration and drives innovation, the sharing of published information without obtaining the necessary subscriptions, licenses, or permissions also carries enormous potential risk. Ordinary content exchanges that come so naturally in the digital world can increase the risk of copyright infringement, costly lawsuits or settlements, and result in damage to brand reputation.

By taking steps to balance employee reuse of published content with a strong compliance and licensing program, your company can leverage today’s rise in content sharing to help support collaboration and drive innovation.

Learn more

For more information on how to promote collaboration, simplify copyright compliance, and streamline your content workflow, contact us at:

Organizations in the U.S.:
- copyright.com/acl
- solutions@copyright.com

Organizations outside the U.S.:
- rightsdirect.com/mcl
- solutions@rightsdirect.com