2025 Copyrighted Content Usage Trends Report
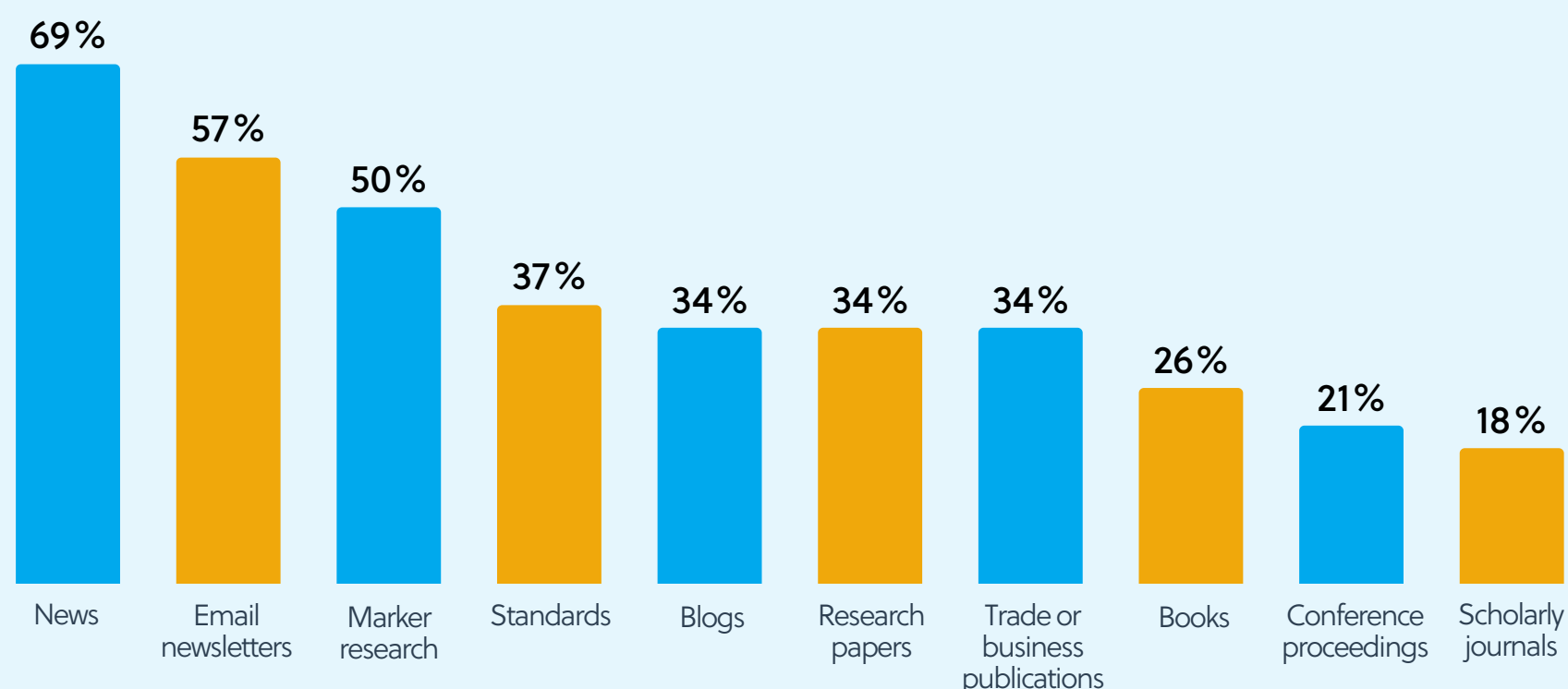
TRANSPORTATION & AUTOMOTIVE

For knowledge workers in the Transportation and Automotive industry, using content is essential for collaboration and is a driving force in the R&D process.

The widespread adoption of artificial intelligence (AI) tools is transforming how organizations analyze information, generate insights, and drive innovation, and is fundamentally changing the way users interact with content. Insights from the 2025 Copyrighted Content Usage Trends report help us understand how people think and behave in the context of copyrighted content consumption, use, and sharing, both within and outside the walls of their organizations, as well as how content is being integrated into AI workflows.
Here's what we learned:

Importance of Content

Knowledge workers in Transportation and Automotive consider **12 different print or digital publications critical to their job function**.
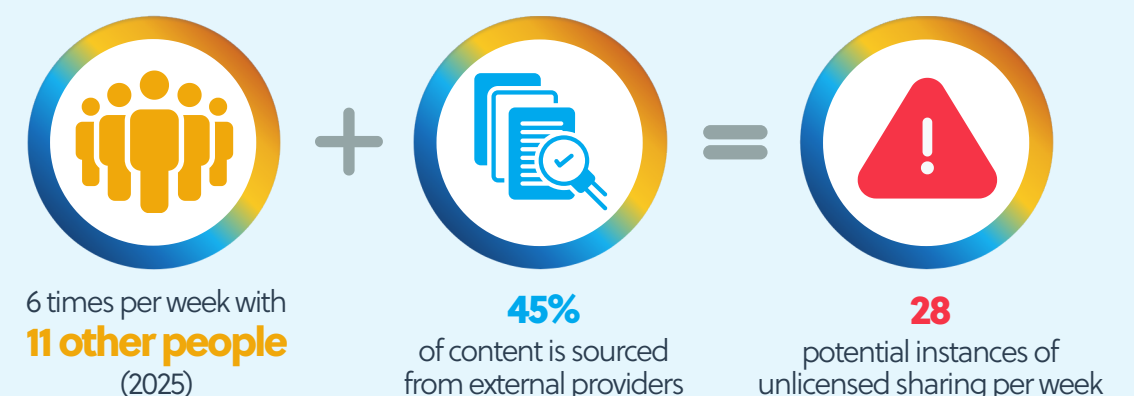
Types of externally published content used at work

- News — 69%
- Email newsletters — 57%
- Marker research — 50%
- Standards — 37%
- Blogs — 34%
- Research papers — 34%
- Trade or business publications — 34%
- Books — 26%
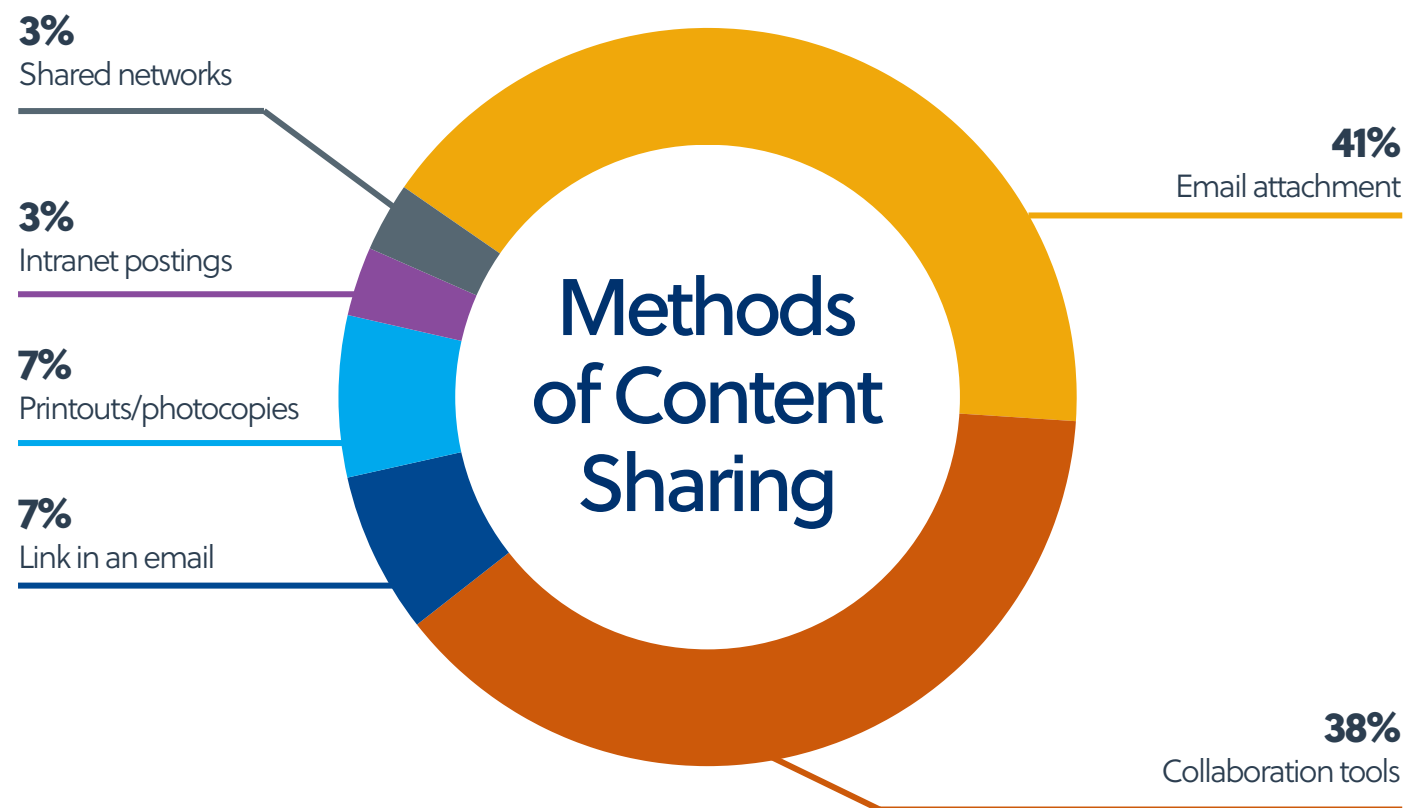- Conference proceedings — 21%
- Scholarly journals — 18%

The Velocity of Content Is Shifting

The number of people with whom information is shared across professional Transportation and Automotive environments remains high, with respondents reporting sharing work-related content **6 times per week with 11 other people**.

Considering that **45% of content is sourced from external providers** such as scientific journals, news sources, and other publications, there is **potential for more than 28 instances of unlicensed sharing per employee per week** if proper permissions are not in place.

6 times per week with **11 other people** (2025)

+

45% of content is sourced from external providers

=

28 potential instances of unlicensed sharing per week

Methods of Content Sharing

- **3%** Shared networks
- **3%** Intranet postings
- **7%** Printouts/photocopies
- **7%** Link in an email
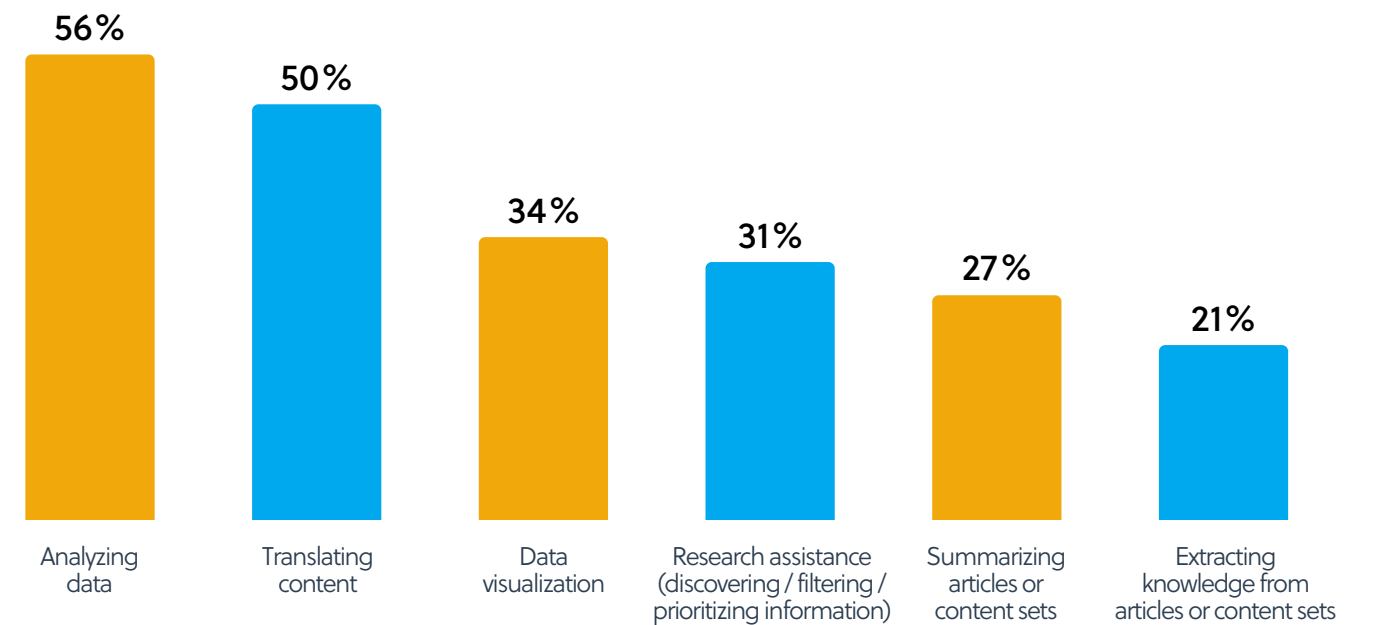- **41%** Email attachment
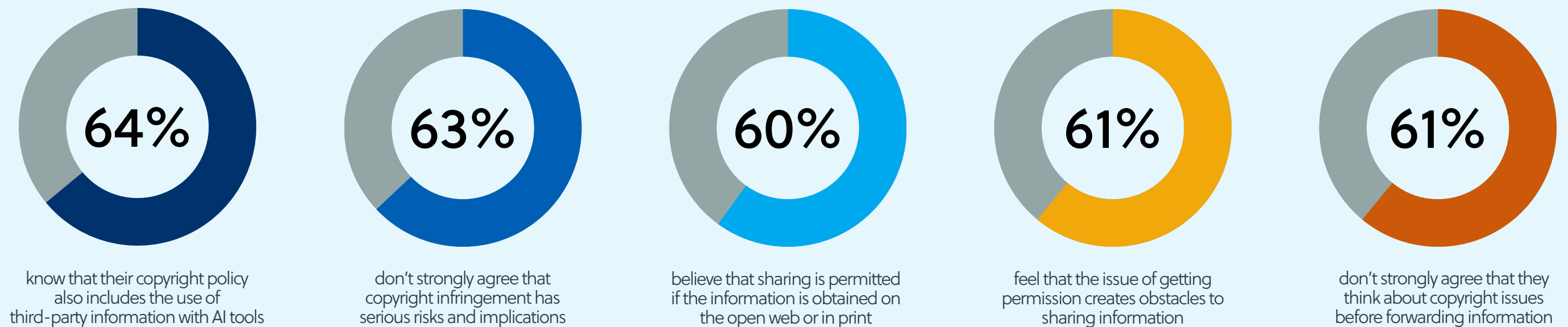- **38%** Collaboration tools

Adoption of AI Tools

Businesses in nearly every industry are rapidly embracing AI, particularly generative AI, to revolutionize their operations, enhance productivity, and drive innovation. **Eighty-two percent of respondents in Transportation and Automotive reported using AI tools more than occasionally.**

Key Work-Related Tasks Where Respondents Report Using Content with AI Tools

Task	Percentage
Analyzing data	56%
Translating content	50%
Data visualization	34%
Research assistance (discovering / filtering / prioritizing information)	31%
Summarizing articles or content sets	27%
Extracting knowledge from articles or content sets	21%

Copyright Awareness and Attitudes

Companies are sharing their copyright policies more frequently, but employees are still sharing and using published content in new, potentially noncompliant ways. **Eighty-five percent of employees claim some level of awareness of their company's copyright policy.** However, Outsell's newest research shows that employee attitudes and behaviors don't always align with policy awareness.

- **64%** know that their copyright policy also includes the use of third-party information with AI tools
- **63%** don't strongly agree that copyright infringement has serious risks and implications
- **60%** believe that sharing is permitted if the information is obtained on the open web or in print
- **61%** feel that the issue of getting permission creates obstacles to sharing information
- **61%** don't strongly agree that they think about copyright issues before forwarding information

Why It Matters

The sharing of information with co-workers supports collaboration and drives innovation, and the use of AI tools increases the volume and speed that content can be consumed. However, the use of third-party content in a noncompliant way without first obtaining the necessary subscriptions, licenses, or permissions carries enormous potential risks, including copyright infringement, that can lead to costly lawsuits or settlements and have a negative impact on 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.

Access our complete cross-industry report for other global key findings and more information on who we surveyed at copyright.com/outsell.

Source: 2025 Copyrighted Content Usage Trends Study, Outsell, Inc. www.outsellinc.com

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.:
- copyright.com/mcl
- solutions@rightsdirect.com