

2025 Copyrighted Content Usage Trends Report

WHOLESALE & RETAIL

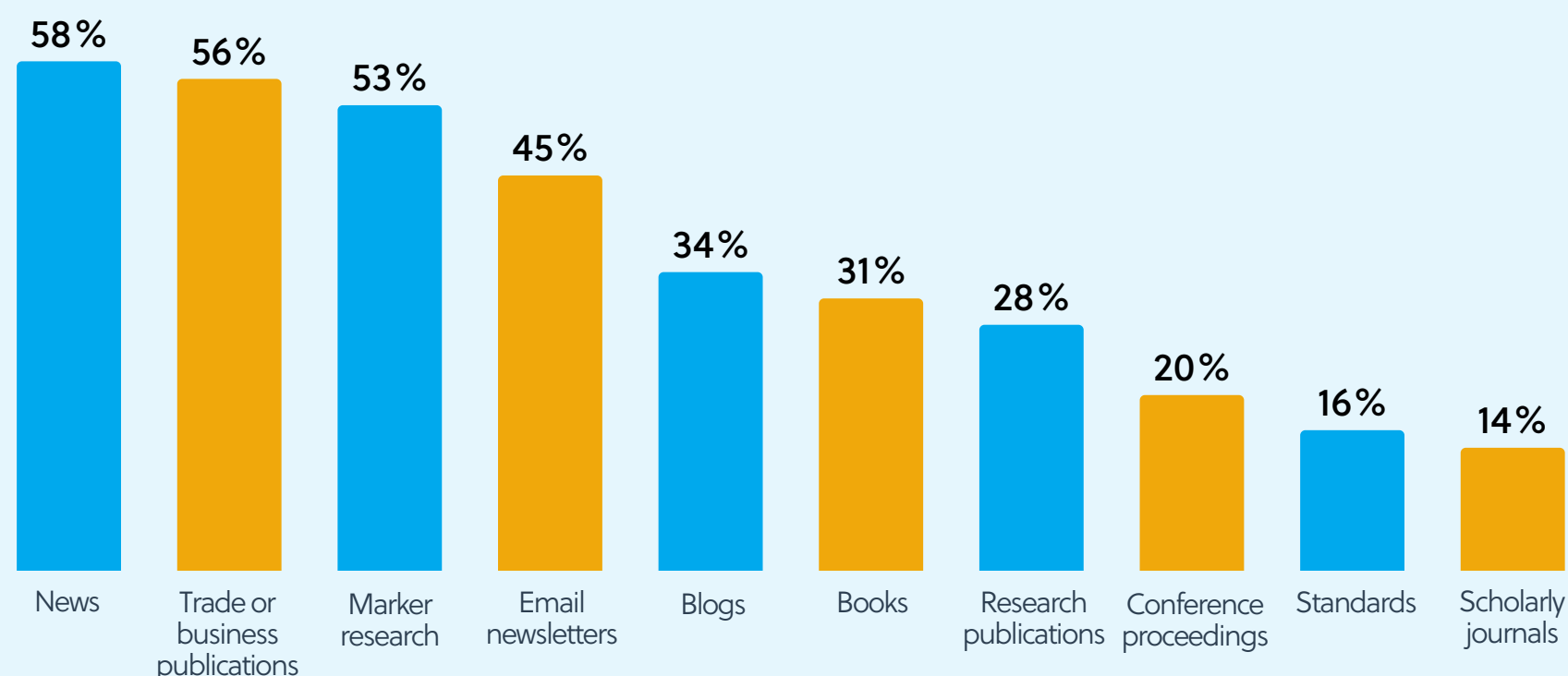
For professionals in Wholesale and Retail, using content is essential for collaboration and greatly influences market strategy, investment decisions, and data privacy protocols.

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 Wholesale & Retail consider **5 different print or digital publications critical to their job function**.

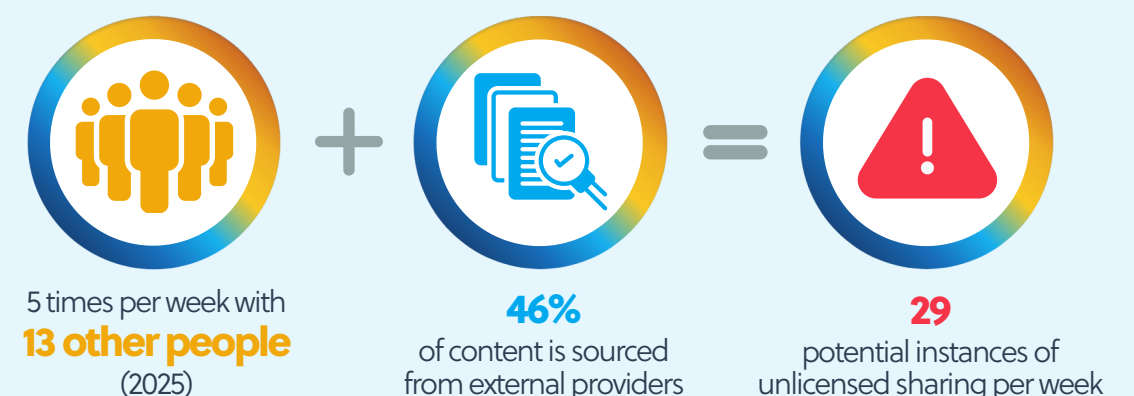
Types of externally published content used at work

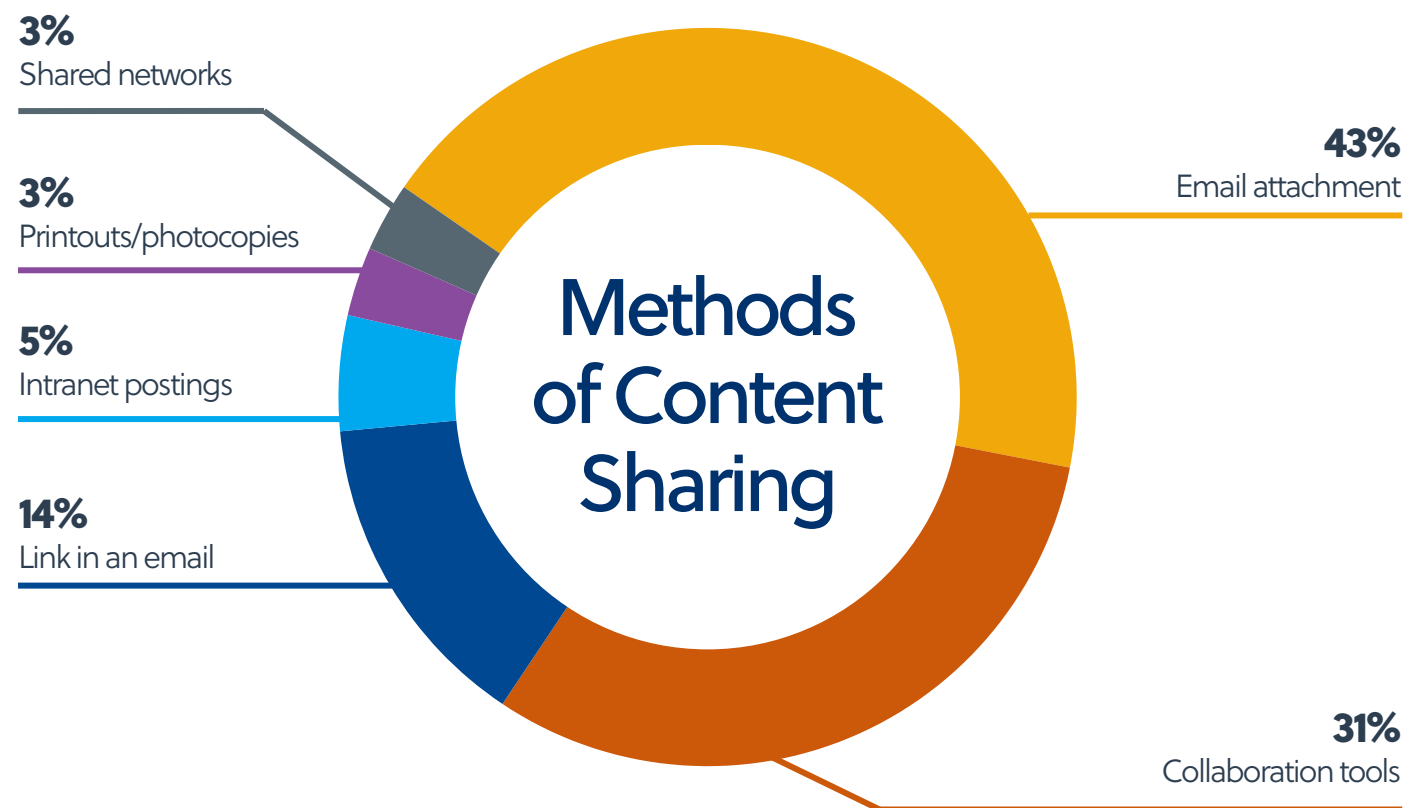


The Velocity of Content Is Shifting

The number of people with whom information is shared across professional Wholesale and Retail environments remains high, with respondents sharing work-related content **5 times per week with 13 other people**.

Considering that **46% of content is sourced from external providers** such as scientific journals, news sources, and other publications, there is **potential for more than 29 instances of unlicensed sharing per employee per week** if proper permissions are not in place.

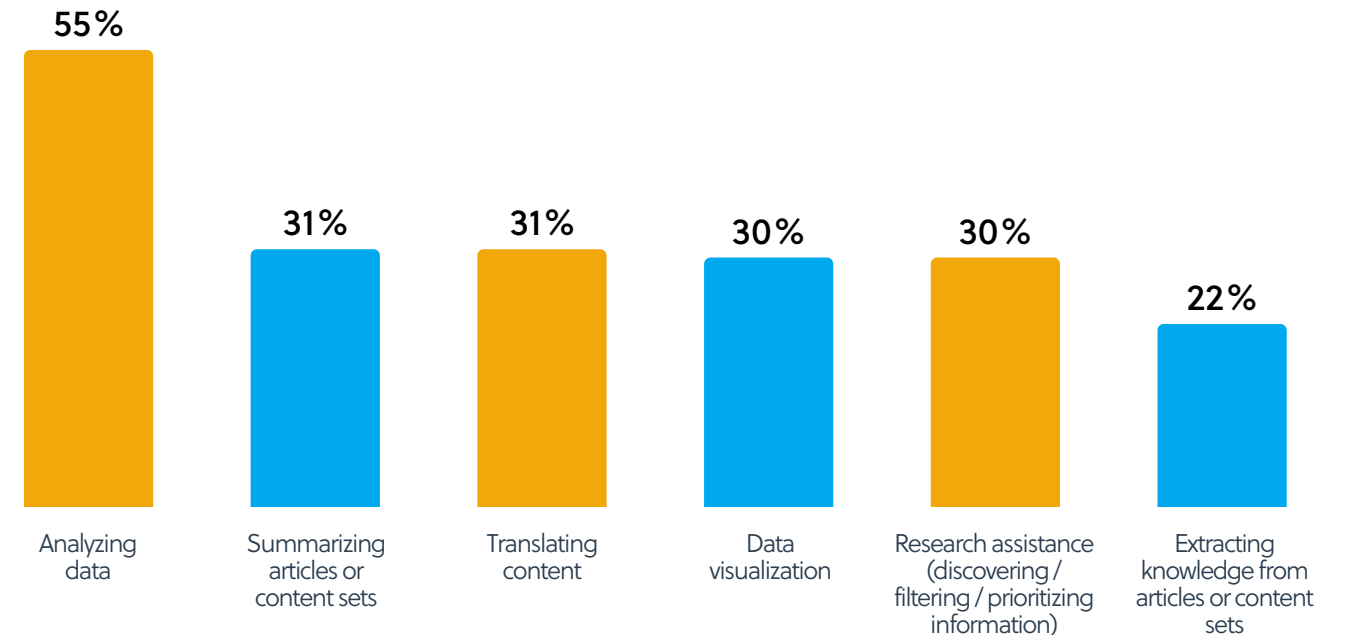




Adoption of AI Tools

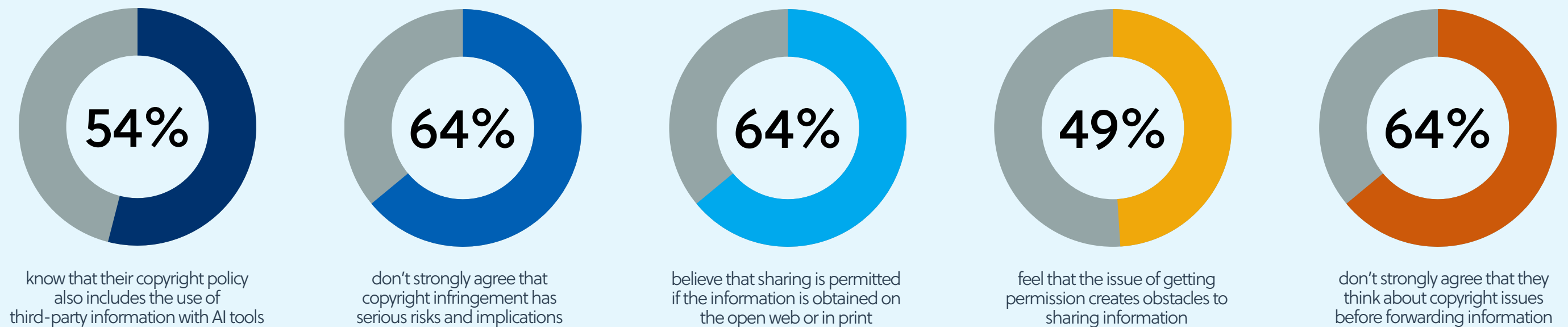
Businesses in nearly every industry are rapidly embracing AI, particularly generative AI, to revolutionize their operations, enhance productivity, and drive innovation. **Sixty-five percent of respondents in Wholesale and Retail reported using AI tools more than occasionally.**

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



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-six 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.



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/acd

solutions@copyright.com

Organizations outside the U.S.:

copyright.com/mcl

solutions@rightsdirect.com