

Tip Sheet

Navigating Copyright and AI in Telecommunications

Emerging Opportunities, Risks, and Practical Strategies

Artificial intelligence (AI) is revolutionizing the telecommunications sector, driving innovation in network optimization, customer service automation, and predictive analytics. Yet as telecoms ramp up generative AI (GenAI) adoption, they face a complex and shifting landscape of copyright and compliance risk, especially when leveraging third-party content.

With this evolution and investment comes the need for careful attention to copyright laws, to avoid infringement and ensure that AI-driven research, analysis, and content use respect the intellectual property rights of content creators. Balancing innovation with compliance is essential for harnessing the power of AI to maintain a competitive advantage.

At CCC, we hear all the time from organizations of every size whose teams are not fully aware of how copyright applies to their use of the content they rely on in their work. Without knowing when permissions are needed to reuse content, and how to obtain them, these teams can put their organizations at risk of copyright infringement.

CCC has supported content users for decades by providing efficient, harmonized licensing solutions that cover their common internal business uses of content. As a complement to publisher agreements and subscriptions, the Annual Copyright License provides a consistent set of AI permissions, enabling teams to collaborate and accelerate innovation while respecting intellectual property rights.

How the Annual Copyright License is Utilized Across the Organization

Communication service providers (CSP) operate in a fast-paced, technology-driven environment that demands constant access to authoritative, up-to-date information. Much of this essential information is protected by copyright law, including industry news articles on workforce trends, scientific research papers, industry analyst reports, published standards, and other proprietary content. Professionals across the organization leverage these copyrighted materials in critical ways to drive digital transformation and investments in technological innovation, and to support strategic growth.

- Strategy and product teams rely on analyst reports, market research, and industry news to monitor competitor activities, new market entrants, technology trends, and customer preferences. AI helps these teams rapidly scan and synthesize large volumes of this content, uncovering critical insights to develop robust business cases and guide strategic decision-making.

According to a 2025 NVIDIA survey of telecommunications professionals, 97% confirm their companies are "adopting or assessing AI in their operations". Nearly half of these professionals say that they are actively assessing or have already implemented GenAI use cases, as well.¹ In the same survey, over two-thirds of respondents planned to increase their AI infrastructure budget in 2025, demonstrating strong confidence in AI's future.

Best Practices for Compliance



Establish Clear Licensing Agreements

Make sure all departments have proper licenses for the content they use, including explicit permissions for AI applications (existing agreements, such as subscriptions, may not cover common AI uses).



Training

Educate employees on copyright basics and specific policies around content usage and sharing, including how content should and should not be used in AI applications.



Engage Legal Expertise

Regularly consult with your legal team to audit content usage and update company policies in line with current laws, regulations, and technological advancements.

- R&D departments use AI to process and analyze technical standards, peer-reviewed articles, and specialized news content to identify emerging technologies and innovation opportunities, enable faster research cycles, and develop new services that keep their pipelines full and competitive.
- Copyrighted market research is being combined with social media content and customer feedback data, integrated with AI analytics, and used by Marketing teams to segment audiences, personalize campaigns, and optimize return on investment.
- Network Operations apply AI to analyze technical journals and standards documentation to enhance network design and optimize performance.
- Legal and Regulatory teams utilize AI to review legal articles and reports, government filings, and regulatory updates, enabling real-time monitoring of legal and policy changes and compliance requirements.

As CSPs continue to embrace data-driven strategies, including the adoption of AI solutions organization-wide, understanding and adhering to copyright laws is essential for sustainable growth, compliance, and innovation. By aligning content usage with copyright policies, firms can leverage content efficiently and responsibly.

Drive Business Forward with the Annual Copyright License

A copyright compliance strategy that informs and meets the needs of employees across the enterprise sets an organization up for higher efficiency, improved collaboration, and a minimized risk of copyright infringement, ultimately helping to fuel innovation.

[Click here to contact us](#) about content management and licensing solutions for your organization.

¹ NVIDIA, State of AI in Telecommunications (<https://www.nvidia.com/en-us/lp/industries/telecommunications/state-of-ai-in-telecom-survey-report/>).

Learn more

For more information, please visit our AI, Copyright & Licensing insight page.

 copyright.com/ai

About CCC

A pioneer in voluntary collective licensing, CCC has been dedicated to advancing copyright, accelerating knowledge, and powering innovation since its inception in 1978. Today, CCC supports a thriving knowledge economy as a trusted intermediary, providing licensing solutions that make copyright work, including collective licensing solutions for the use of copyrighted materials with AI systems. CCC also offers a portfolio of innovative and complementary software solutions, as well as high-quality content, data, and information services.