



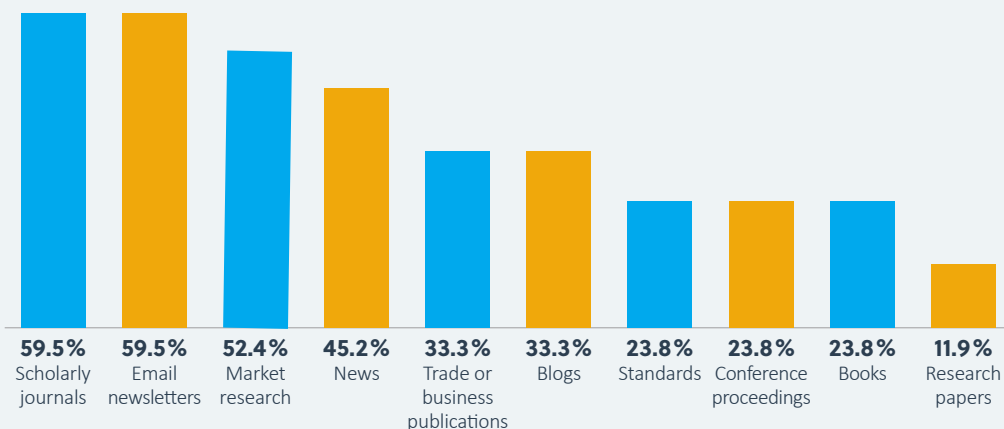
2023 Information Seeking and Consumption Report

In 2023, CCC partnered with Outsell, Inc. to learn about the behaviors and attitudes of professionals in the the Food, Beverage, and Agriculture industry around content use and sharing. Across job functions like food science, product, safety, regulatory, and marketing, the need for easy access to scientific research information is crucial to innovation and to quickly deliver new products to consumer markets. For many, the transition to hybrid and remote work for has created new dynamics for information sharing including how employees engage and collaborate with published content. The Information Seeking and Consumption Study focused on insights into how people think and behave in the context of copyrighted content consumption, use, and sharing, both within and outside the walls of their organizations, and the impact of remote working. Here's what we learned:

Importance of Content

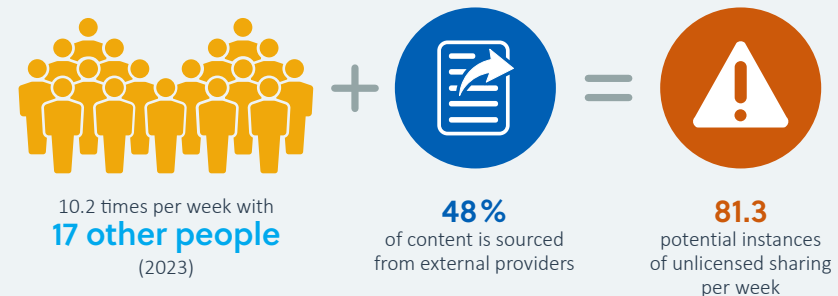
Knowledge workers in Food, Beverage, and Agriculture consider **9 different print or digital publications critical to their job function.**

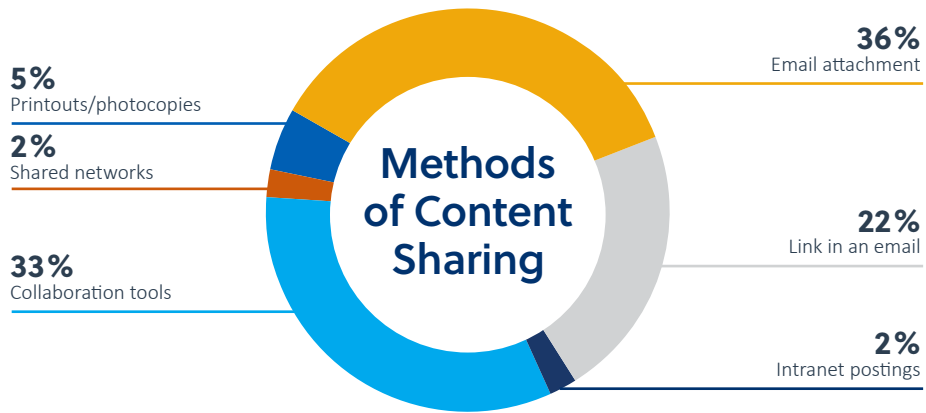
Types of externally published content used at work



The Velocity of Content

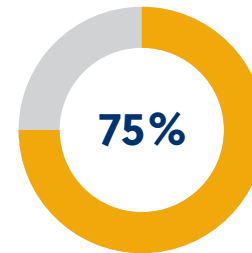
The velocity of content is the measure of how quickly externally published information flows inside and outside of an organization. Using data points from the Outsell survey, it is calculated by multiplying the frequency of sharing, the number of people with whom information is shared, and the percentage of information that comes from external sources. In the Food, Beverage, and Agriculture industry, respondents report sharing work-related content **10.2 times per week with 17 other people.** Considering that **48% of content is sourced from external providers** such as scientific journals, news sources, and other publications, there is **potential for more than 81 instances of unlicensed sharing per employee per week** if proper permissions are not in place.



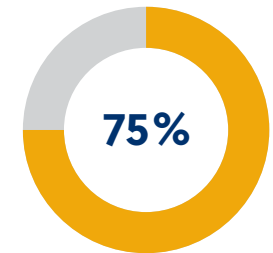


Impact of Remote Work

The transition to hybrid and remote work in many industries has created new dynamics for information sharing. On average, 19% of respondents in Food, Beverage, and Agriculture reported a fully remote work environment and 29% reported a hybrid environment.



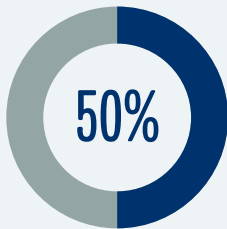
Reported sharing content more often



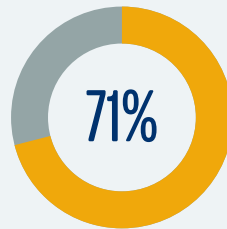
Reported sharing with more people

Copyright Awareness and Attitudes

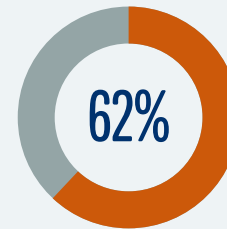
Companies are sharing copyright policy more frequently, but employees are still sharing published content. **81% of employees claim to be aware of their company's copyright policy.** However, according to Outsell's newest research, employee attitudes and behaviors don't always align with policy awareness.



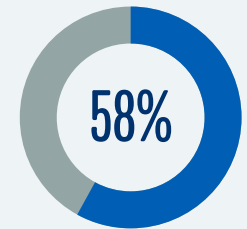
don't strongly agree that copyright infringement has serious risks and implications



believe that sharing is permitted if the information is obtained on the open web or in print



feel that the issue of getting permission creates obstacles to sharing information



don't strongly agree that they think about copyright issues before forwarding information

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, trigger 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.

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

Source: 2023 Information Seeking and Consumption 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.:

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