

Whitepaper

Straight to video

How to bring Hollywood to your business materials and stay on the right side of copyright

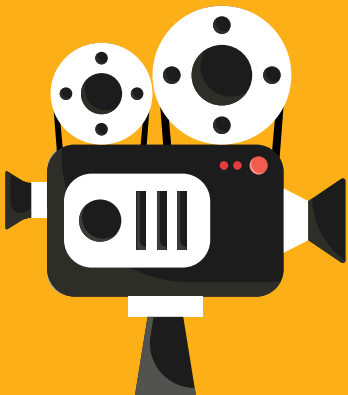


It's a wired workplace and video is one of its most effective communication tools. But while more employees grow skilled enough to embed movie and TV scenes into business materials, and while companies step up their creativity, these activities are also raising the potential for copyright infringement, according to a new survey conducted by CCC in June 2016.

Even as video scenes are ready for their office close-up, the survey found that many employees don't even think about getting the copyright holder's permission to use video content. Most are unsure of how to adhere to copyright requirements. With proper licensing and employee education, however, companies can use movie and TV scenes to create compelling materials responsibly.



Movie and TV scenes are putting pizzazz in corporate materials — and stepping up companies' infringement risks. Here's what's happening in the workplace and what your company can do to stay safe."



Now playing: an end to boring presentations

Why such pent-up demand for video in the workplace? Movie and TV scenes add value to text-based materials, such as employee training content and company presentations.

Visuals, in general, are an important avenue of learning because they dramatically aid retention. Anyone who has ever created a PowerPoint or Keynote presentation can attest to the boost in audience attention span that visuals give their slide decks.

According to Becky Pike Pluth, author of the book *101 Movie Clips that Teach and Train*, movie scenes are effective training and presentation tools because they make it easier for learners to "understand, recognize and analyze a particular topic, issue or emotion." It's small wonder then that nearly all employees surveyed agree that incorporating video scenes into a presentation adds value.

Dirty Harry makes your point more sharply

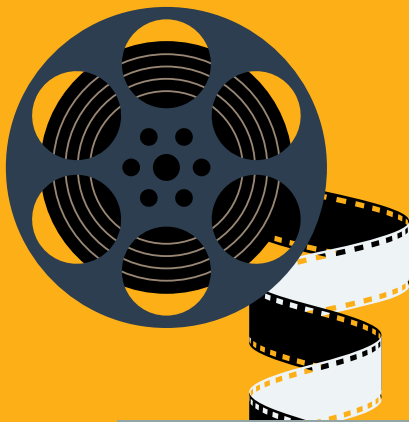
Movie and TV scenes are also versatile. They come in a variety of sensibilities — humor, drama, slapstick — from an array of sources. There’s something for everyone, and that flexibility is not lost on survey respondents, who identified a long list of uses for video in the workplace. Topping the list are in-house trainings and company meetings or events. Other popular uses are customer presentations and corporate websites and intranets.

Over 22 percent of survey respondents said employees use videos for business purposes on a daily or weekly basis. Put simply, the workplace finds movie and TV scenes a great way to make a point. Few can convey conviction like Clint Eastwood’s Dirty Harry. *The Daily Show* turns news into entertainment and *The Office* raises mundane work issues to high comedy.

Copy and paste. Repeat.

How do employees acquire videos? While many get content through legitimate channels, such as company databases or paid suppliers, more than a quarter of survey respondents —29% — said their organizations copy and paste YouTube links into presentations regardless of who uploaded the videos.

That translates to the grim reality that there’s a significant chance your company’s usage of movie and TV content may violate the copyrights of others. In fact, 56% don’t know who within their organization to contact to obtain rights. While over 70% say most employees use videos without ever thinking about requesting rights to do so.



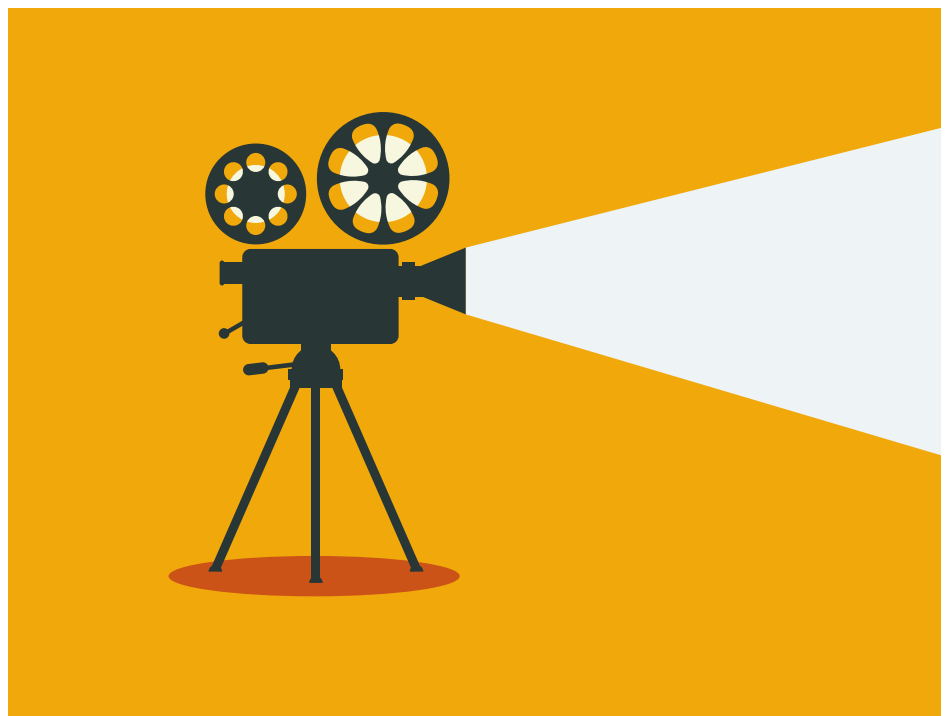
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Taking steps to protect your organization

Protecting your organization starts with educating employees about video usage and copyright protection. While short homegrown videos are created for sharing, movies and TV shows are created for distribution through paid channels, and sharing them requires permission. In the online ecosystem, that distinction isn’t always obvious to users. When the users are your employees, the risks to your company can be significant in potential legal costs and damage to your organization’s reputation.

The advent of easy embedding of movies and videos has cropped up faster than many companies are able to recognize the risk, set up protocols and then inform employees about those protocols. Nearly all of survey respondents (70%) said employees at their company don't know how or where to obtain rights to use videos. Over a half agreed that employees use videos without ever considering obtaining rights.

For detective Harry Callahan to make your day — or your presentation — you need permission from Warner Bros. to use scenes from the movie *Sudden Impact*. At first glance, *The Office* seems organic to the Internet. Its episodes were among the first shows downloadable from the iTunes Store, and broadcaster NBC aired 10 online-only webisodes in 2006. But using scenes that feature the folks from Dunder Mifflin requires approval from copyright owner NBC.



About CCC

A pioneer in voluntary collective licensing, CCC (Copyright Clearance Center) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.



Learn more

Learn how the Motion Picture License from CCC provides a simple solution to legally show movie scenes within your organization.

✉ solutions@copyright.com

🌐 copyright.com/mplicense