

fiftyfive5

Part of **Accenture** Song

Copyright at Work

How Canadian
businesses are using
published work

2025



Copying, sharing and reusing published material is prevalent throughout Canadian businesses



91% of office workers access published content in their role



86%
websites



51%
newspaper
articles



42%
industry
reports



34%
books



33%
journal
articles

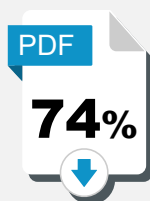


32%
magazine
articles

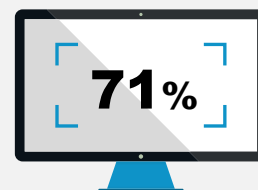


30%
research papers

These are being acquired through **web search and AI tools, industry specific newsletters or emails, paid subscriptions, purchased copies, existing libraries** or shared via others in the business



download articles or
publications



take screenshots of text, charts,
graphs or images

Being able to download and share content helps businesses get ahead and workers believe content creators should be rewarded

Reasons for using published text and images at work:



46%

Keeping up-to-date with the latest developments



44%

Knowledge expansion



33%

Market and competitor intelligence e.g. gathering information for work



32%

Maintaining best practices



30%

Marketing and promotion



30%

For design inspiration or use, e.g. decorating a report

It's being shared internally...

...and externally



81%

via email or workplace platforms like Slack, Teams etc.



77%

via shared drives and storage platforms (e.g. OneDrive, Google Drive, SharePoint)



63%

via printed copies in meetings, training sessions or presentations



64%

via email or file transfer to external stakeholders



55%

uploading to their organization's public website or social media accounts

76%

believe people who create content should be paid if people copy and share it



Generative AI tools are already widely used in Canadian workplaces and use is set to expand further

57%

have used
GenAI
for work
purposes

47%

use GenAI at
least weekly

84%

of users expect to
increase their
usage by April
2026

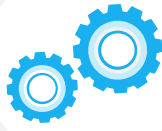
24%

of non-users
expect to start
using by April
2026



78%

using ChatGPT



45%

using
Microsoft
365 Copilot



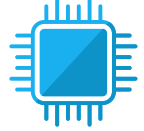
39%

using Gemini
(Google)



10%

using DALL-E
(OpenAI)



8%

using Llama
(Meta)

By early 2026, **67%** of office workers expect to be using GenAI for work

Research was conducted by Fiftyfive5, an independent market research agency and consisted of a 15-minute online survey with 1,110 white-collar workers across a range of industries and business sizes, accompanied by 12 in-depth interviews with a mix of white-collar workers who are using and sharing text or images and those responsible for copyright compliance.

Third-party material is being used extensively in GenAI prompts, but few are concerned about it

61% use third-party material in AI prompts weekly and 34% do so daily

43%

Copy and past content into prompts

43%

Include a link to a webpage

40%

Include a reference (e.g. book title)

39%

Upload a file or document

38%

Include a reference to a particular author, artist, person

GenAI is being used to summarize, analyze, simplify, translate and evaluate content creators' work



72%

are sharing outputs internally with colleagues



50%

are sharing outputs with people outside their organization



but only 33%

are concerned about including third-party material in prompts



"I tend to use AI to summarize content. I'll use it if I have a long article and I want to find the crux of it and have just a few sentences to put into an email."

Operations

"I would expect there aren't any restrictions on using Gen AI content. We don't have any guidelines to follow. For me, if you provide that information online the expectation is I can use that content however I want."

Engineering

"If Mr. A and B have their work copyrighted and AI takes both of their work and combines it, is it still copyrighted?"

Project management

GenAI usage is becoming commonplace, driving efficiency and starting to replace search engines



believe GenAI tools have improved their efficiency at work



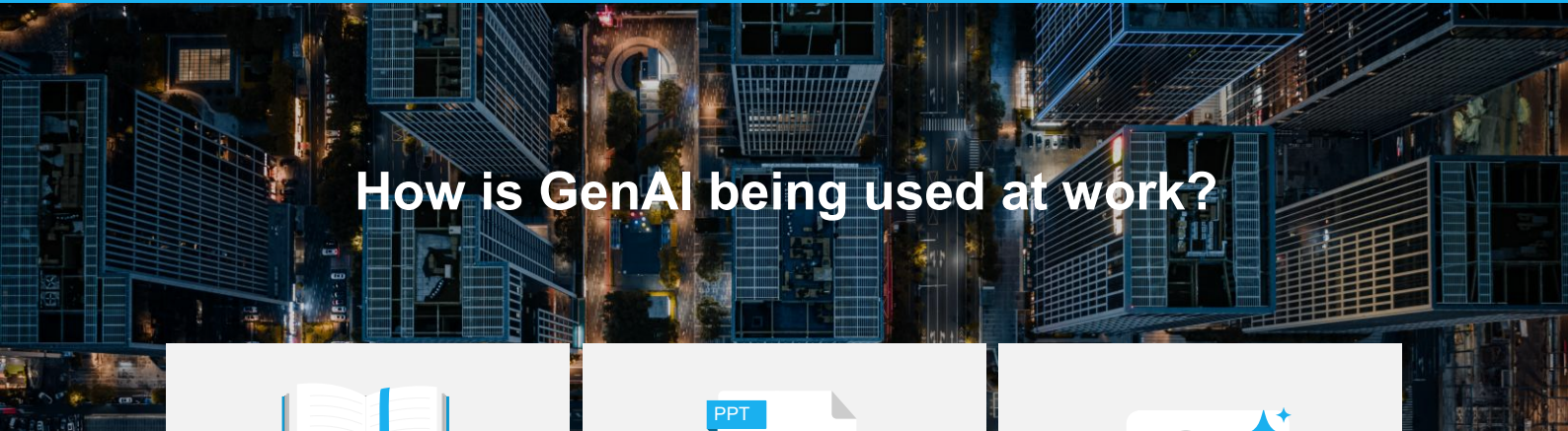
believe GenAI tools have helped them be more creative and innovative at work



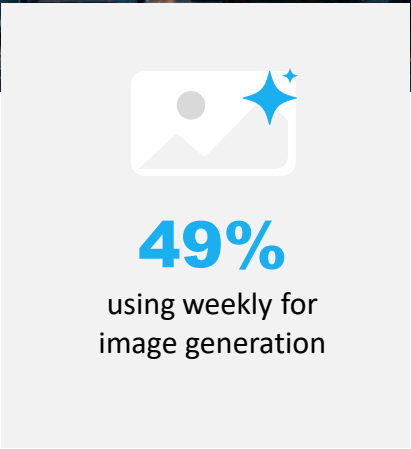
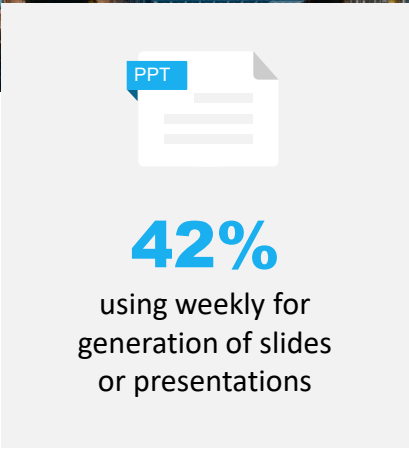
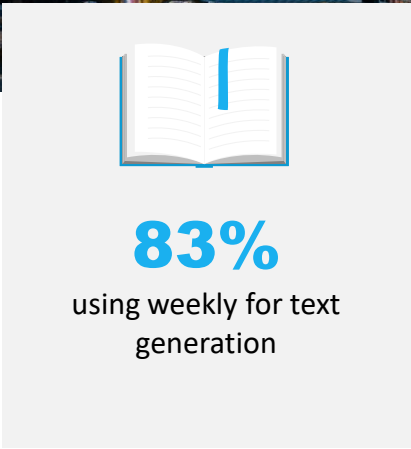
often use GenAI tools instead of traditional search engines (such as Google) for work



believe they would be negatively impacted if they lost the ability to use GenAI tools for work



How is GenAI being used at work?



Most common uses of GenAI for text...



60%

for refinement of internal text (written by self or colleagues)



56%

for research or background intel



54%

for creation of new text

What you need to know

01

GenAI is already widely used in Canadian workplaces and is set to expand further. 57% of employees are already using GenAI tools to drive efficiency.

02

Third-party material is being used extensively in GenAI prompts. 61% of users do so at least weekly, with many then sharing outputs with colleagues and externally.

03

Employees believe content creators should be paid for use of their material, but the majority aren't concerned about including third-party material in GenAI prompts.

04

This research illustrates that there is a need for licensing AI usage in corporations to ensure creators are compensated.

Find out more

This research was conducted by Fiftyfive5 on behalf of Access Copyright. For more information contact info@accesscopyright.ca, or visit <https://www.accesscopyright.ca>

Fiftyfive5, part of Accenture Song is a customer insight-led strategy consultancy founded in 2010. It is one of APAC's fastest-growing consultancies and works extensively across the region, with five offices, and 200 of the industry's best market research talent.