

2020 Information Seeking and Consumption Study

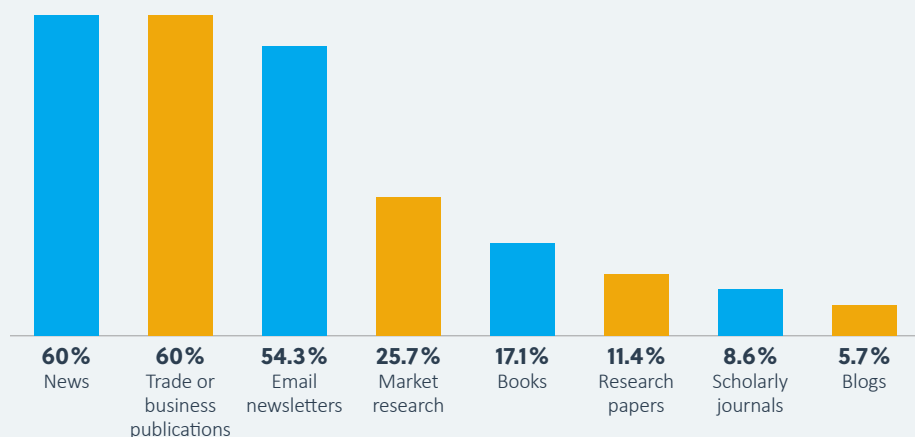


For professionals in Travel and Leisure, using content is essential for collaboration and greatly influences market strategy, investment decisions and data privacy protocols. Given the constant pressure around performance and results, the behaviors and attitudes of professionals in Travel and Leisure around content use and sharing have shifted over time as they seek to establish a competitive edge in an ever-changing landscape. As a result of the pandemic, 2020 also triggered dramatic changes to where and how employees engage and collaborate with published content. The 2020 Information Seeking and Consumption Study by Outsell, Inc. focused on the speed, volume, and scale at which external content is being shared across Travel and Leisure professionals. Here's what we learned:

Importance of Content

Knowledge workers in Travel and Leisure consider **4 different print or digital publications critical to their job function**.

Types of externally published content used at work



The Velocity of Content Sharing is on the Rise

The amount of information being shared across professional Travel and Leisure environments has more than doubled since 2013 with respondents sharing work-related content on average **14 times per week with 12 people**. Considering that **46% of that content is sourced from external providers** such as news sources, trade or business journals, and other publications, there is the **potential for more than 79 instances of unlicensed sharing per employee per week** if proper permissions are not in place.

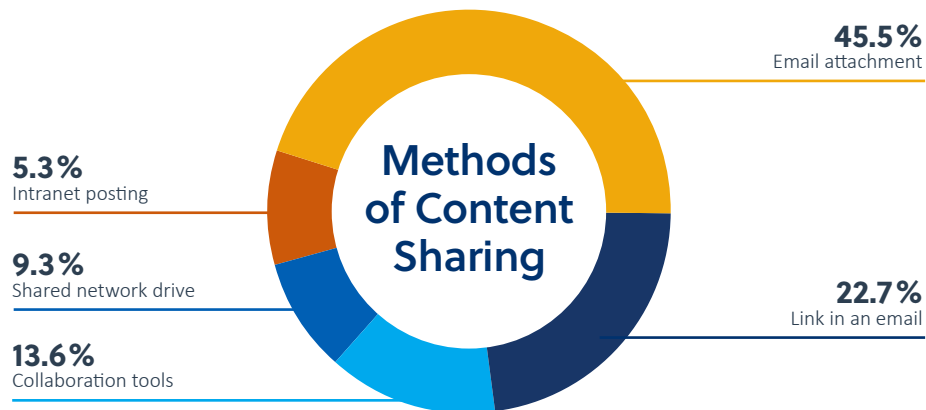


14 times per week with
12 other people
(2020)



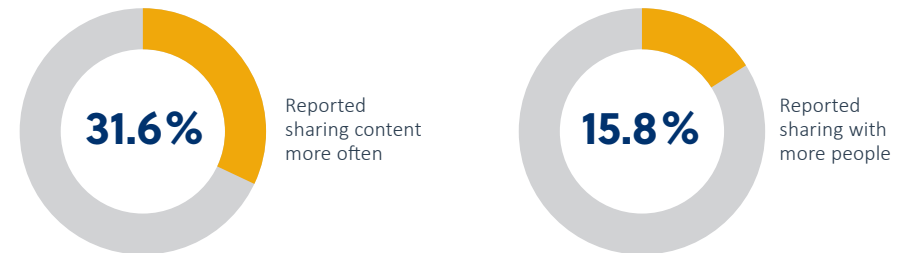
6.5 times per week with
15 other people
(2013)

vs.



Impact of Changing Work Environments

During the COVID-19 pandemic, **54.3% of respondents in Travel and Leisure reported working from home**, of whom:



Copyright Awareness and Attitudes

Despite efforts to educate employees about copyright, according to Outsell's 2020 research, **51.5% of professionals in Travel and Leisure surveyed are either unaware of their organization's copyright policies or unsure of its details.**

While 83% believe their organization takes appropriate measures to provide information and ensure copyright compliance:

- 83% agreed that information purchased by their company that they can access in digital form, through portals or in the library, is permissible to share with others inside their organization.
- 63% agreed that if they obtain free information on the open web or in print, sharing is permitted.
- 66.3% agreed that in competitive, mission-critical, or time-critical situations, they will forward any and all relevant information that will help the organization be more competitive.



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, 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.

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/acl

✉ solutions@copyright.com

Organizations outside the U.S.:

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