



Respecting copyrights

Use Creative Commons works

One place to find them: <https://search.creativecommons.org/>. Please note that there is no charge for content under express license, but **attribution to the author is often still required** ([click here for more information](#)). If you would like to use materials without a Creative Commons license, ask the author.

Use photographs, graphics, or drawings you made yourself

But observe personality rights and refrain from using protected trademarks, brands, designs, and private property.

Use official logos, images, and videos from the company you are analyzing—under one condition: The company owns the copyrights to the material.

Tip: Ideally, place all license information directly at the lower edge of the video. Of course, you don't need to label materials you made yourself.

Violate copyright

Pictures, videos, music, GIFs, and similar (including emojis, world maps, elements from TV shows, etc.) are protected by copyright. You may not use them without permission from the copyright holder.

Violate personality rights

Anyone who is recognizable in photos, illustrations, videos, etc., must approve their use. You also need to be careful when using pictures of celebrities!

You **must have approval** to make videos in buildings or on company grounds.

Use purchased music

Purchasing a song does not permit you to use it in a video.



DON'Ts



DOs



B@S
videochallenge

Exercise

Answer the following questions about copyrights.

B@S videochallenge
A BCG INITIATIVE



I took a photograph or drew a picture myself. Am I allowed to use it in a video?

Can I use pictures and clips from the Internet if I cite the source?

Do I need permission to make a video on the grounds of the company I'm analyzing?

You can see other people in the background of my video. Can I still use this material?

I want to use music in my video. Is it enough to just buy the song?

Can I use pictures of the company I'm analyzing? What about logos?



B@S
videochallenge

Exercise

Answer the following questions about copyrights.

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I took a photograph or drew a picture myself. Am I allowed to use it in a video?

YES! You may use photographs, graphics, or drawings you made yourself. But observe personality rights and do not show any protected trademarks, brands, designs, or private property.

Can I use pictures of the company I'm analyzing? What about logos?

YES! You may use official logos, images, and videos from the company you are analyzing—under one condition: The company owns the copyrights to the material.

Do I need permission to make a video on the grounds of the company I'm analyzing?

YES! But you need permission to make a video on company grounds or in one of the company's buildings.

You can see other people in the background of my video. Can I still use this material?

NO! Anyone who is recognizable in photos, illustrations, videos, etc., must approve their use. Be careful also when using pictures of celebrities!



I want to use music in my video. Is it enough to just buy the song?

NO! Purchasing a song does not permit you to use it in a video.

Can I use pictures and clips from the Internet if I cite the source?

NO! Pictures, videos, music, GIFs, and similar (including emojis, world maps, elements from TV shows, etc.) are protected by copyright. You may use them only if the holders of the copyrights consent!