

[Overview](#) | [Archives](#) | [Resources](#)

Overview:

Throughout 2013, we will be focusing a number of programs focused on copyright and licensing issues, challenges and opportunities beyond the [Copyright & Licensing Working Group](#) where SIIA members can network and discuss issues.

We invite all SIIA members and non-members to participate in events produced by the [Copyright & Licensing Working Group](#)

. Individual event details are listed in the SIIA Events Calendar and also be listed under the Programs/Copyright & Licensing in the left hand navigation of this page.

~~Archives: (Member-Only)~~

- **Stretch Your Content to the Limit: Rules, Risk and ROI in (Re)publishing** - Nov 2012 - [Non-Member Access \(\\$45\)](#)

Your firm has created great content, now what? The sky's the limit for monetizing it, but does everyone in your company, besides the product managers, really understand the full revenue potential, including leveraging your content within your core markets and the aftermarket revenue potential? Is everyone in your company who touches the content (not just licensing professionals and lawyers) aware of the real potential for destroying core revenue and fine reputation in the industry you represent? In this session you will see the full landscape of revenue opportunities in publishing and republishing in aftermarkets, and what key roles in the publishing life cycle you should be aware of. You will also get first-hand practical advice on how to protect your company from the risk of losing control of your content as well as how to avoid tarnishing your good reputation if you misuse others content.

During this webcast you will:

- Receive an overview of the content licensing landscape
- Learn how copyright can support your bottom line
- Understand how editorial teams can plan for relicensing from the start, and what they need to do
- Learn how your content can be better monetized through third party licensing, and how your technology and product development teams can plan for this throughout the publishing lifestyle.
- Define your sales plan for licensing your content: from defining risks, to product, to pricing strategies
- Understand how to work with partners and consultants. Should you outsource to partners or manage it yourself?

Presenters: Jennifer R. Altmann, J. J. Keller & Associates, Inc.; Andrea Broadbent, The McGraw-Hill Companies; Andrew Elston, iCopyright Inc.; Kevin Hoffman, Cision and Keith Kupferschmid, SIIA This webcast is brought to you by SIIA Members participating in the Copyright & Licensing Working Group and by Copyright Clearance Center (CCC).

[More information and ordering](#) .

Resources:

- [SIIA Piracy and Copyright Education](#)
- [U.S. Copyright Office](#)
- [Copyright Laws blog and portal](#)
- [Copyright & Technology \(blog & portal\)](#)
- [Copyright Clearance Center](#)
- [iCopyright](#)
- [eContent magazine & blog](#)
- [Paid Content / GigaOM](#)