



RSG Media to Present Rights 101 Workshop

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FOR IMMEDIATE RELEASE

RSG Media to present the first annual Rights 101 Workshop at Digital Entertainment World 2015. Thomas Siegman, EVP of Strategy, Innovation, & Client Relations and David Hoffman, Director of Business Development, at RSG Media, along with Optimity Advisor's Julia Goodwin, will deliver industry insights to help navigate the complex Rights Management space.

Mr. Hoffman states, "ROI is, put simply, the value of your content inventory x yield. That's it. And, equally simplistically, there are two ways to boost your ROI: Build revenues, or cut costs." Monetizing content by building revenues and cutting costs and managing all emerging platforms are just a couple of topics on hand for this workshop. In addition, Mr. Siegman will also be moderating a panel that will explore the impact of the newly proposed copyright law.

To join us at DEW 2015 or to schedule a demo, please contact marketing@rsgmedia.com.