



## **RSG Media to Speak at IBC 2015**

**NEW YORK, NY (August 28, 2015)** – RSG Media System's David Hoffman, Vice President of Business Development and Dan Cox, Vice President, will be speaking at this year's IBC conference in the Content Everywhere Europe Hub, in Amsterdam this September. The hub hosts a program of free sessions and product demonstrations, which explore products that are shaping the development of new technologies in broadcast media. IBC is packed with media industry tastemakers, cable and broadcast executives, digital media and technology companies, content aggregators, and many other thought leaders in the content space. Hoffman and Cox join an array of other media executives including speakers and panelists from Deutsche Telekom, Cognizant, ITV, IBM, and Sony.

RSG Media's session: How the Most Profitable Media Companies Use Best Practices in Rights Management to Earn More from Content Everywhere, will take place on Saturday, September 12 at 14:00 (2 pm ET).

Cox and Hoffman will touch on how all media companies spend upwards of 40% of their total outlay on content rights. Yet, a few select companies earn a disproportionate return on their investment. In this presentation, RSG Media will give an insider's look at the art, science, and best practices that "move the needle" for every facet of the industry, from programming to distribution and sales, to consumer products licensing. "Media companies spend billions each year acquiring or producing content, yet our research indicates many could be earning up to 10% more from their content rights. For a company that invests \$3 billion per year, that's \$30 million in untapped revenue. When you think about it this way, it's clear that having a little edge really goes a long way", says Hoffman.



IBC will take place from September 11-15 at the Amsterdam RAI. For more information on the session or to schedule a demo today, please email [marketing@rsgmedia.com](mailto:marketing@rsgmedia.com).

Visit RSG Media in Hall 14, Stand H04.

Marketing & Media Contact: [matt.klepac@rsgmedia.com](mailto:matt.klepac@rsgmedia.com)