

5 THINGS TOP MEDIA COMPANIES DO TO TURN RIGHTS INTO REVENUES



Treat rights as an investment portfolio

- Know what you have
- Know how your rights are performing
- Search for and plug revenue leaks



Use rights strategically

- You don't have to use every single right, but if you don't it should be intentional



Have a dedicated rights management system

- Go granular
- Rights as enterprise wide
- Use rights to tie together data from finance, accounting, royalties, participations, scheduling, playout, ratings, and social media



Have a rights evangelist



Know your opportunities and how to create more of them

- How to use big data to identify new opportunities