



# Beyond Rights Acquisition: are you maximising your revenues?

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Moderator: Sarah Faulder  
Expert Panellists: Rebecca Cook, Clare Hodder and Lucy Alexander



- The opportunities for maximising revenues that publishers may currently be missing out on
- What do publishers need to do to take full advantage of these opportunities?
- Where do publishers need to invest and why?
- What further benefits spring from good and effective rights management over and above revenue?