

Are you an employee of an [SIIA member company](#) and interested in joining this working group? Please contact [Jenny Hansen](#) our [SIIA Content Division Program Manager](#) about joining.

**Meets:** First Thursday of the month - 2:00 pm ET

**Chairs:** Andrew Elston, iCopyright; and Andrea Broadbent, McGraw-Hill Companies, Inc.

### **Overview:**

The Copyright and Licensing Working Group consists of professionals from SIIA member companies who are interested in the business issues of copyright and licensing of content. The working group meets monthly to discuss copyright and licensing issues and challenges, to network, and create programs and resources for SIIA members and non-members around the subject of copyright and licensing.

*Why Copyright & Licensing?* 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?

### **Mission:**

- Networking and professional development of those participating in the Working Group.
- Identifies key issues and trends related to licensing and business models.
- Translate the business impact and opportunities related to copyright and intellectual property protection.
- Collaborate with professionals across the industry involved with or impacted by copyright and licensing issues.

### **Meeting Format:**

Meetings are generally the first Thursday of the month - 2:00 pm ET. Each meeting is by phone (although if there is an opportunity to have a meet-up at a conference, we do so) with a goal to

go through the agenda in about 45 minutes. The meetings agendas are focused on:

- Networking
- Discussing common issues of the SIIA member professionals in the group
- Coordinating upcoming programs the group is working on behalf of the membership

### **Meeting Calendar:**

Feel free to check out the [Content Division Calendar](#) for the most up-to-date schedule of meetings. The [Content Division Calendar](#) lists all of our Working Group meetings, conferences, webinars and other events.

### **Programs:**

Beyond networking and professional development, the Copyright and Licensing Working Group drives a number of initiatives on behalf of the SIIA membership around the areas of copyright and licensing. For a complete list of activities and archives, please visit the [Copyright and Licensing program page](#).