



---

# promotional value vs. licensing revenue

---

South by Southwest (SXSW) Music and Media Conference

March 19, 2010

Eric German will be moderating the panel "Promotional Value vs. Licensing Revenue" at South by Southwest (SXSW) Music and Media Conference.

Historically, physical sales drove revenues for labels that often chose to license music to advertisers, game developers, etc. for promotional value alone. With declining CD sales and a shift from "ownership model" to "pure listening model" of consumer consumption, new revenue streams and deals for monetary compensation are being negotiated. How? When? With whom?

## **attorneys**

Eric J. German

## **practice areas**

entertainment & ip litigation  
intellectual property