



sxsw: revenue streams in the music industry

March 22, 2010

Eric German's panel, "Promotional Value Vs. Licensing Revenue," was mentioned in *Billboard's* recap of day two at South by Southwest, stating that "fall on the panel came down pretty squarely on the side of revenue, while admitting that giving away music can sometimes drive sales."

attorneys

Eric J. German

practice areas

entertainment & ip litigation