

## Opening of the Global Market

- More countries available to do business in
- More languages possible to publish in



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## Low cost/high profit of licensing

- No office overheads
- No production overheads
- No marketing, sales or general costs



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## More than a book

- More rights available to license than ever previously
- Technology and new media constantly developing new opportunities for IP



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## Room for creativity

- Be the first to find new IP to license
- Look within work and what it could be licensed for – what next?



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## More than the book industry

- Potential for across-sector licensing
- Why not film, TV, design, music, the list goes on...



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## Find the next or last big thing

- Protection and potential in easily identifying rights-holder
  - Additional opportunities in out of copyright work



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## What licensing solutions can offer:

- Identification
  - Protection
- Finding best new opportunities first
  - Increased rights for sales
- Increased territories for your business
  - New sectors for business
  - New business partners
  - Repeat business



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