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Content Monetization: What's Working?

Digital Media Law Forum at the Commonwealth Club Silicon Valley

On May 13, 2010, at the Computer History Museum in Mountain View, CA, a panel of experts from Yahoo!, Funny or Die, United Talent Agency, Wired.com, and Sheppard Mullin examined the new business models for content creation, distribution and monetization.

Among the topics discussed:

Which business models are working now and what will work in the future?

How will emerging distribution models and new platforms affect the ways that new content is created?

The video of this program is viewable for free online at FORA.tv.