

Telegraph Media Group

Rights Training

Why?

The dam is breaking: digitisation of content means content can be and will be put on multiple platforms. TMG needs to get the rights for this as it is hard to retract content once it is over the dam.

Sometimes TMG has to pay extra when it was put online but the subject did not give permission.

So, simplify the process with an Intranet-based process of

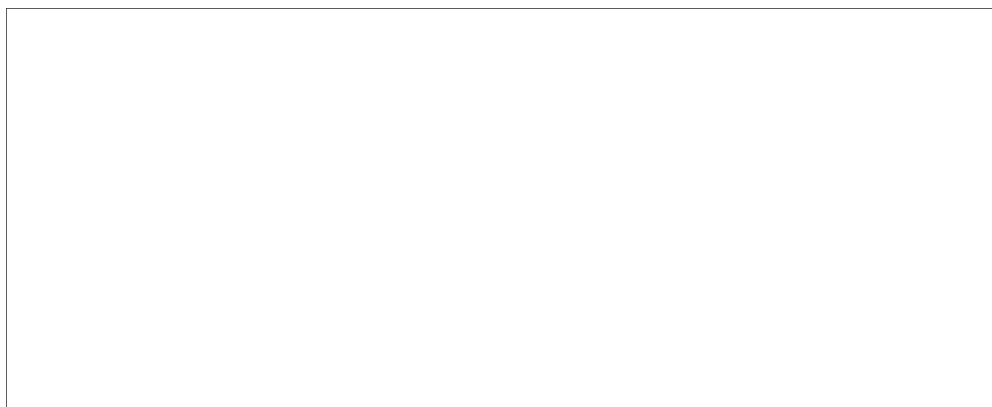
- Letter
- Terms and Conditions

to go to each contributor once.

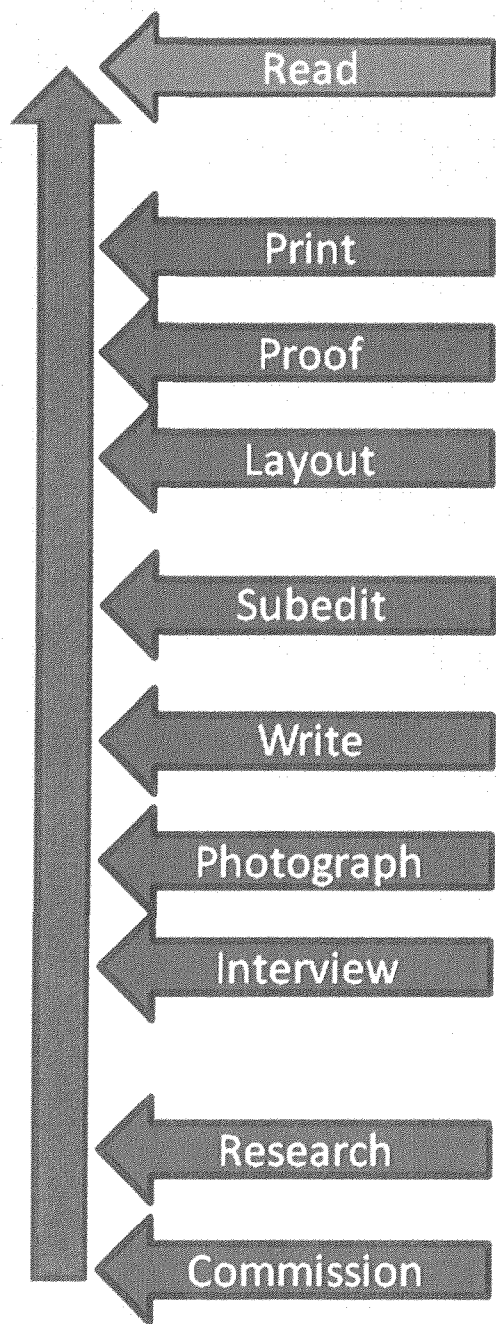
What?

- Covering letter
- Terms and Conditions
- Exceptions

Q&A



The Old Path of the Story



The New Path of the Story

