



MICHAEL ANDERSON

Broadcast Rights Consultant

Proactive Broadcast Rights Analyst with comprehensive experience in rights negotiation and media strategy formulation. Exceptional ability to analyze market conditions and identify profitable opportunities within the broadcasting landscape. Proven track record of enhancing revenue through effective partnerships and innovative content distribution strategies. Strong negotiation skills complemented by a collaborative approach, ensuring alignment among stakeholders.

CONTACT

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- San Francisco, CA

EDUCATION

Master of Science in Media Management - University of London

University
2016-2020

SKILLS

- rights negotiation
- media strategy
- market analysis
- stakeholder collaboration
- compliance management
- training and development

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Broadcast Rights Consultant

2020-2023

International Media Corporation

- Advised on rights acquisition strategies that led to a 25% increase in content reach.
- Facilitated negotiations for high-profile broadcasting agreements, ensuring favorable terms.
- Utilized market research to develop insights that informed strategic planning.
- Collaborated with digital teams to enhance content distribution across platforms.
- Maintained relationships with key stakeholders to support ongoing partnerships.
- Provided training and mentorship to junior staff on rights negotiation best practices.

Broadcast Rights Analyst

2019-2020

Creative Media Solutions

- Conducted thorough evaluations of broadcast rights agreements for compliance and performance.
- Supported the development of marketing strategies to promote new content offerings.
- Maintained accurate records of licensing agreements and contractual terms.
- Facilitated communication between departments to align project goals and objectives.
- Provided detailed reports on audience engagement metrics to guide programming decisions.
- Assisted in the negotiation of rights agreements that enhanced content visibility.

ACHIEVEMENTS

- Achieved a 40% increase in rights acquisition efficiency through innovative negotiation tactics.
- Recognized for excellence in stakeholder management with a company award.
- Successfully negotiated a multi-year broadcasting agreement with a leading media outlet.