



# Services to the Entertainment and Media Industry

At PricewaterhouseCoopers we realise that creativity takes time. While you focus on the aspirational, we focus on the business.

From filmed entertainment to music, new media, publishing, broadcasting, cable networks and sport, PricewaterhouseCoopers has a unique perspective on the most compelling issues facing the Entertainment & Media (E&M) industry. We are positioned at the leading edge of this fast moving world, advising clients on how to capitalise on change, whether this is market consolidation and industry convergence; growth of broadband and digital technologies; or royalty and rights management. Enhancing our clients business is our top priority.

PricewaterhouseCoopers has an unparalleled depth of experience in creating innovative, effective, value-added solutions in all segments of the entertainment and media industry. We have deep, broad and longstanding client relationships with the industry leaders in every major E&M industry segment:

Our Irish clients include:	Our International clients include:
Alliance Atlantis	Academy of Motion Pictures, Arts & Sciences
Creative Labs	Bloomberg
Doubleclick	Guardian Media Group
FM 104	Hilton Group plc
Independent News & Media	Nintendo
Sony Computer Entertainment Ireland	Paramount Pictures
Today FM	Pearson
TV3	PGA Tour
Yahoo!	Reuters
Xtra-Vision	Walt Disney Company

PricewaterhouseCoopers E&M practice co-ordinates a unique global thought leadership programme, differentiating PricewaterhouseCoopers as the firm having the greatest focus, depth of expertise and resources dedicated to E&M. As part of this programme, our annual E&M Summit, a series of events in New York, London and Hong Kong, assembles top industry executives and thought leaders to discuss the convergence of the entertainment, media, technology and information/communications industries. In addition, the PricewaterhouseCoopers Global Entertainment and Media Outlook has become the E&M industry "Bible", presenting the industry's most comprehensive global five year forecast.

In recent years we have done pioneering work in areas such as e-commerce security, content strategy and management as well as rights and royalties management. The PricewaterhouseCoopers E&M practice has the deepest and most diverse industry-dedicated team of professionals, with more than 5,000 practitioners around the world exclusively dedicated to serving the E&M industry.



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At PricewaterhouseCoopers Dublin our Entertainment and Media Group offers a unique depth of products and services specifically for the Irish E&M industry. Our services include:

- Specialist audit services for the audiovisual, advertising and public relations, printing and publishing, recreational and cultural, music as well as interactive media markets. We also offer a very wide range of other business advisory services, including: due diligence investigations, review of management reporting and financial control systems, accounting policies advice, and award/voting scrutinisers.
- Structuring the finance plan for film and television productions to avail of tax based incentives and media grants. When effectively structured, the use of the Irish tax incentives for a production can reduce the budget by 10 to 15%. We have been leading advisors to most of Ireland's key film productions. Our global network allows us to provide the best advice to cross border co-productions, ensuring producers have availed of tax and financial incentives across jurisdictions.
- The Irish Corporation Tax rate on trading profits is now 12.5% making Ireland a very attractive location for E&M companies to house their intangible rights and generate their profits from distribution and other royalty flows in this jurisdiction. We help clients structure their affairs to reduce their effective tax rate, thus significantly increasing shareholder value.
- Strategy Advisory Services has been working with the E&M sector for over 10 years, providing services such as market research and sector analyses, feasibility studies and business and strategic planning, in areas including education (e-learning, digital libraries), entertainment (digital and interactive television, games, music etc), consumer and business publishing (online / digital publishing, wireless / location-based services, corporate communications, non-media applications and advertising). If your business needs assistance in the digital media and technology area, or in developing opportunities specific to your sector, we can provide invaluable expertise to guide you through the complexities of today's media marketplace.
- Our Corporate Finance group provides business advisory services including disposals, acquisitions, valuations and restructuring. Our focus is on mid market transactions and we have completed both domestic and cross border transactions in the following E&M sectors: newspapers, radio, wireless and gaming. We offer the combination of strong local expertise together with proven deal success and access to industry knowledge within our worldwide network.

For more information please contact:



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