

## MEDIA AND ENTERTAINMENT

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Marks Paneth & Shron LLP (MP&S) has a long history of providing attest, accounting, tax and advisory services to media and entertainment companies. We have successfully helped our clients reduce costs and enhance efficiency in their core business operations, address compliance, regulatory and reporting matters and meet the challenges that arise both from mergers and acquisitions and from doing business on a global scale.

Our clients include companies who focus on the internet and e-commerce, telecommunications, camera and lighting equipment rental and sales, new media, direct mail, motion picture financing, motion picture production and distribution, television commercial production, editing and post-production, television syndication and music production. We also serve film and television production studios, radio and television stations, book and magazine publishers, advertising agencies and public relations firms.

Our media and entertainment clients are served by professionals who fully understand the nuances of the industry. They participate in industry conferences and associations and have also chaired the Advertising Committee of the New York State Society of Certified Public Accountants as well as served on both its Entertainment and Sports Accounting and Publishing and Printing Committees.

### Areas of Specialty:

- Advertising Agencies
- Book and Magazine Publishers
- Camera and Lighting Equipment
- Rental and Sales
- Direct Mail Distribution
- Editing and Post-Production
- Film and Television Production
- Internet and E-Commerce
- Motion Picture Financing
- Motion Picture Production and Distribution
- Music Production
- New Media
- Public Relations Firms
- Radio and Television Stations
- Telecommunications
- Television Commercial Production
- Television Syndication

### SERVICES OFFERED

#### Attest Services:

- Audits
- Reviews
- Compilations

## **SERVICES OFFERED (CONTINUED)**

### **Accounting Services:**

- Bookkeeping
- Business Management
- Cost Accounting

### **Tax Services:**

- Tax Planning and Compliance
- Tax Controversy Services
- State and Local Tax
- Multi-State Sales Tax Analysis
- International Tax
- Foreign Tax Certification to Help Prevent Double Taxation
- Transfer Pricing

### **Advisory Services:**

- Due Diligence in Connection with Acquisitions and Divestitures
- Business Planning and Projections
- Corporate Restructuring
- Business Valuations
- Advise on Initial Public Offerings
- Facilitation of Bank Financing
- Cash Flow Modeling
- Royalty and Licensing Participation Audits
- Application of International Financial Reporting Standards (IFRS)
- Intellectual Property
- Financial and Estate Planning
- Participation in Contract Negotiations
- Assistance with Trademark, Patent and Copyright Matters
- Employee Benefits Planning
- Succession Planning
- Technology Consulting