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JANAS



NEWSLETTER

How Do You Put a Value on Success?
December 27, 2010



If you're in the entertainment / media industry, you look to Janas's newest Managing Director, Larry Gerbrandt.

- Disney did, when they needed a valuation expert in Katzenberg v. Disney.
- So did Dick Wolf, in Wolf v. NBC Universal case - and the list goes on - MGM/UA, Weinstein Company, Learning Channel, Health Channel, etc.

Larry's first assignment at Janas was to arrive at a fair market appraisal of the library and other assets of MPH Entertainment, producers of the "Dog Whisperer" TV series.

Experience You Can Count On

Larry has the wisdom and judgement gleaned from three decades of success in the entertainment and media business. He got his first hands-on experience as a line producer of documentary films and TV commercials, followed by the developing of cable franchises. His analytical skills were honed at Kagan World Media and

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Nielsen Analytics, that he helped build into industry powerhouses. Larry distills his experience by creating leading edge research on the adoption of new technologies he regularly shares at industry forums and newsletters.

Insight, Oversight, and Second Sight

Perhaps Larry's greatest strength is his insightful approach to valuation of movie libraries (totaling in excess of 4,000 titles) and TV libraries. The aggregate value of assets appraised is more than \$85 billion.

Teaming With Success

"What has me most excited about joining the Janas team," says Larry, "is the ability to not only value properties, but to be part of a team that finds investors and then structures deals that will shape the future of this industry."

Janas Associates and **Janas Consulting** are firms of dedicated professionals who bring financial and managerial value to middle market companies, divisions of major companies, and foreign companies.

Janas Consulting fills a major role working with law firms as Financial Advisor to Creditor Committees in bankruptcy proceedings. The firm has demonstrated its ability to enhance recovery in liquidation.

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