

## Working with us

Our industry professionals offer industry-tailored performance improvement and transactional services as well as crisis support. Our combination of top-flight qualifications and industry expertise, global reach, thought leadership and ability to deliver comprehensive, industry-focused services make PricewaterhouseCoopers one of the leading advisers to the entertainment and media industry. We are proud to have been recognised by industry experts as a leader in our field:

- Kennedy Information identified PwC as a “Vanguard” firm in the Global Media Consulting Marketplace – an elite, top-tier ranking commemorating leadership in depth, breadth and momentum of consulting service capabilities.<sup>1</sup>
- Among the Big 4 firms, PwC was recognised by Kennedy Information as the strongest provider to the Global Media Marketplace.<sup>1</sup>

<sup>1</sup> Communications and Media Consulting Marketplace 2008-2011: Key Trends, Profiles and Forecasts, Kennedy Information, 2008

The Indian firm has leveraged the huge international network and experience to provide solutions to challenges associated with the evolving trend of globalisation.

Today, PricewaterhouseCoopers has clients that range from the world’s largest and most complex businesses to some of its more innovative entrepreneurs and include public and private companies, governments, banks, private equity houses and not-for-profit organisations.

## About PricewaterhouseCoopers

PwC firms provide industry-focused assurance, tax and advisory services to enhance value for their clients. More than 161,000 people in 154 countries in firms across the PwC network share their thinking, experience and solutions to develop fresh perspectives and practical advice. See [pwc.com](http://pwc.com) for more information.

At PwC, we push ourselves - and our clients - to think harder, to understand the consequences of every action and to consider new perspectives. Our goal is to deliver a distinctive experience to our clients and people around the world.

In India, PwC ([www.pwc.com/India](http://www.pwc.com/India)) offers a comprehensive portfolio of Advisory and Tax & Regulatory services; each, in turn, presents a basket of finely defined deliverables. Network firms of PwC in India also provide services in Assurance as per the relevant rules and regulations in India.

Complementing our depth of industry expertise and breadth of skills is our sound knowledge of the local business environment in India. We are committed to working with our clients in India and beyond to deliver the solutions that help them take on the challenges of the ever-changing business environment.

The Indian firm has offices in Ahmedabad, Bangalore, Bhubaneswar, Chennai, Delhi NCR, Hyderabad, Kolkata, Mumbai and Pune.

[pwc.com/india](http://pwc.com/india)

## Contact us

To gain more insight and details on this subject contact

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**Guiding your business  
to success**  
Entertainment and Media

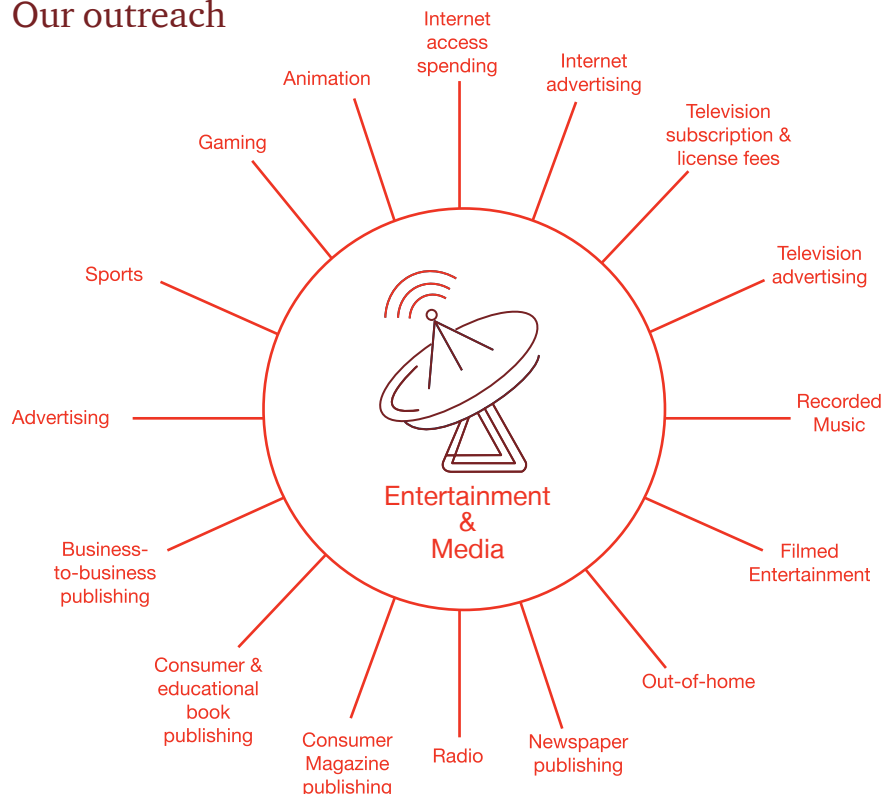
Every day, around the world, PwC plays a strong supporting role in entertainment and media businesses – a role that doesn't end when the curtains go down. We're here to share the insight, knowledge and practical skills we've acquired in our 150 year history to help you navigate difficult times. With a global outlook and local knowledge of culture, laws and business needs, PwC has been able to help clients in India make the most of the changing market scenario.

### Our services for the entertainment and media sector

The entertainment and media (E&M) practice of PwC has depth and breadth of experience across sectors.

We understand how changes in the broader E&M Industry are affecting our clients and work with them as a trusted advisor providing solutions to help improve organisational effectiveness and long term success. We offer insights gained from years of experience working with a broad range of industry clients, a tightly woven global network, and an extraordinary breadth of advisory, tax & regulatory services.

### Our outreach



### Advisory Services

PwC's Advisory services are provided by professionals with a deep understanding of the E&M industry and unparalleled knowledge of business processes and technology, risk management and compliance, operations, human resources, and financial and accounting expertise. Utilising these capabilities, experience and resources, we assist clients with many of the important business issues involved in enterprise management, including managing business performance, growing revenue and dealing with unplanned events.

As our E&M clients expand globally, PwC's E&M Advisory practice provides assistance with capturing value from deals, orchestrating outsourcing and shared service arrangements, and making smarter risk decisions. We also help our clients manage talent and change on a global scale. We are able to leverage in-depth local experience that is supported by an extensive global network.

### Tax & Regulatory Services

PwC combines a distinctive combination of tax planning, compliance and regulatory experience with E&M industry knowledge to help our clients navigate the changing landscape. Market pressures, an increasingly complex regulatory environment and tax regime, competition and globalization have all converged to complicate an organisation's approach towards conducting business in India.

We understand the environment in which our clients operate and how concerns such as regulatory constraints, intellectual property management, evolving an appropriate holding structure, transfer pricing strategy & documentation as well as mergers & acquisitions and divestitures impact clients' business plans.

We have aligned our practice around the issues and challenges that are of utmost importance to our clients in these sectors such as restructuring, changing revenue models, fund raising, strategic Mergers and Acquisitions (M&A), commercial and financial due diligence, deal realization, compliance, technology, managing capital spend, talent management, intellectual property and rights management. We have made a substantial commitment to understanding the forces that are impacting these issues and are developing and delivering solutions to help our clients achieve their financial, operational and strategic objectives.

#### Our solutions to challenges facing entertainment and media businesses

Business situation	Our solution
Changing revenue models	Rapid changes in technologies and consumer preferences create new pricing, advertising, and delivery models. Entertainment and media companies must manage this change as audiences/customers fragment and revenue models shift. Our practice can help entertainment and media companies with business model and financial forecasting, finance transformation, IT effectiveness, change management, project management, revenue recognition and supply chain management. We also have expertise in advertising services and customer analytics.
Restructuring	Corporate restructuring of all types is being driven by convergence, competition and market pressures, and Private Equity firms are increasingly involved in large transactions. Our practice can provide services around merger integration, cost management, operational improvement, organisational redesign, change management, IP migration, financial and commercial due diligence, private equity fund services, valuation services and tax effective restructuring solutions.
Intellectual property and rights management	The growing importance of digital media being delivered across multiple devices creates new and growing risks around privacy and security. At the same time companies need to exploit yet protect their intellectual capital across these new delivery models and revenue streams. Our practice can help entertainment and media companies around intellectual property disputes, valuations, risk management, content management, internal audit, licensing management, investigation, government and compliance. We can also suggest and implement tax effective intellectual property holding structure.
Managing spend	Leapfrogging technologies driven by convergence create a conflict between needing to spend to develop and upgrade technology and distribution models during a time of severe price competition. Entertainment and media companies must drive down costs while improving returns on investment. Our practice can help entertainment and media companies with capital structuring and cost of capital programmes, financial function effectiveness, IT effectiveness, offshoring and global supply chain, and outsourcing tax functions.
Regulation and compliance	The increasingly complex global regulatory environment is creeping into the entertainment and media sector, as converging technologies and the rapid adoption of broadband are necessitating technology-neutral regulation around tax, privacy and more. Questions of cost and consequences naturally arise. PwC can assist clients in obtaining approvals from regulators (downlinking, FIPB etc.) high-end tax consulting, internal audit, supporting privacy, enterprise risk management, transfer pricing strategies, multi-territory regulatory and tax compliance, outsourcing, and global structure alignment.
Talent management	Driven by shifting global pools of talent and disruptive and expensive turnover, a resource shortage looms in the converging E&M, technology and communications industries for managers who are talented, technically savvy, and who can also collaborate, innovate and manage change. Our practice has a proven track record in assisting entertainment and media companies with people effectiveness, human resources strategy, programme management and tax services.