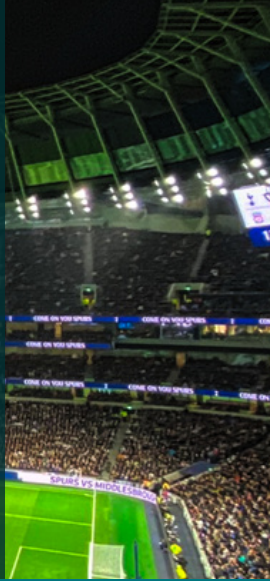




SPORTS, MEDIA & ENTERTAINMENT

VALUATION EXPERTISE AT THE INTERSECTION OF SPORTS, MEDIA, & ENTERTAINMENT



Trusted by Attorneys, Accountants & Wealth Advisors

When significant assets are at stake—whether in transactions, estate planning, litigation, or financial reporting—accurate, defensible valuations are essential. Our practice focuses on some of the most complex and high-profile asset classes in today's market: professional sports franchises, entertainment production and distribution companies, film libraries, music catalogs, and media enterprises.

Industry Specialization:

Sports Franchises

Valuation of minority and controlling interests in major league and minor league franchises (MLB, MLS, NBA, NFL, NHL), including media rights, brand equity, player contracts, stadiums, practice facilities, and revenue-sharing agreements.

Entertainment Production & Distribution

Valuation of production and post-production companies, movie and television studios, and distribution rights, considering cash flow forecasts, production slates, syndication potential, network/deal structures.

Film Libraries & Streaming Content Assets

Discounted cash flow modeling of revenue-generating IP across theatrical, VOD, streaming, and legacy media channels.

Music Catalogs

Valuation of songwriter, publishing, and master recording rights. Analysis includes revenue history, DSP trends, sync licensing, and comparable transactions.

Media Companies

Valuation of traditional and digital media businesses, from broadcasters and publishers to YouTube networks and podcast portfolios.

Talent Representation and Management Agencies

Valuation of equity interests in talent and management companies, analyzing revenue structures, contract portfolios, and earning capacity to determine the fair market value of these relationship-driven businesses.

Profit Participations and Residual Streams

Valuation of profit participations and residual income interests, using market-based and income-driven analyses to help clients and their advisors understand the economic worth of their future cash-flow rights.

Valuation Use Cases:

- Estate & Gift Tax Planning
- M&A Advisory & Due Diligence
- Litigation Support & Expert Witness
- Fair Value (ASC 820, 805, 350)
- Purchase Price Allocations (PPAs)
- IP Monetization Strategy
- Partner Buyouts & Ownership Disputes

Clients & Referral Partners:

- Leading Law Firms
- National CPA Firms
- Private Equity & Family Offices
- Talent Agencies & Business Managers
- High-Net-Worth Individuals
- Wealth Managers

Let's Talk

If you advise clients who own or are involved in sports, entertainment, or media ventures—and accuracy, discretion, and deep industry insight are essential—we welcome the opportunity to collaborate.

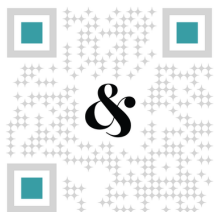
EXPERTISE IN ACTION

Founded in 1932, Marshall & Stevens provides valuation consulting, transaction advisory, and litigation support services. The firm's specialists are relied upon by businesses, investors, and advisors for analyses utilized in complex transaction and legal matters.

From the boardroom to the courtroom, Marshall & Stevens delivers clarity, independence, and results.

NEED ASSISTANCE OR WANT TO LEARN MORE?

CONTACT FORM:



Scan the QR Code or click [HERE](#) to fill out our contact form and a specialist from our team will connect with you soon.