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**WEISERMAZARS AND MAZARS THIRD ANNUAL MEDIA BAROMETER STUDY  
FINDS PERFORMANCE GAP BETWEEN NORTH AMERICAN AND EUROPEAN  
MEDIA SECTORS**

**New York, NY. March 24, 2015** – [WeiserMazars](#) LLP and [Mazars Group](#), today announced the release of their third annual Media Barometer Study. This year’s analysis covered the 100 largest North American and European media companies in Advertising & Communications, Broadcasting and Press & Publishing. Revenue of the media industry as a whole continued to thrive, with an increase of 5% from the previous year. In spite of those encouraging results, our survey reveals a widening performance gap between the European and North American markets, even with a slight increase in profit margins across the board.

In the context of this new wave of digitalization and new business models, new risks are growing in prominence, including: breaches in technology security and privacy (cited by 64% of companies), dependence on third parties (cited by 80% of companies) and predicting customer demand and developing new products (cited by 81% of companies). Access to big data is also significantly impacting all sectors and increased digital exposure is causing new operational risks.

In this new digital revolution, the quest for mobility and improvement of media companies’ capabilities to integrate multiple platforms will continue to present major issues for the next few years. The importance of mobility has grown with the emergence of “the Internet of things”- objects that have the ability to send and receive information through a computer. This new development will foster users’ mobility and the volume of data collected, consequently imposing a needed adjustment within the media world—to offer a format that is adaptable to all user devices. Furthermore, connected objects will result in an acceleration of the convergence among all players in the media world.

“Our study reveals that the profitability of the media industry in Europe continues to decline while North American companies continue to improve. The disparity could be caused by North American companies more effectively reducing costs, utilizing internet-based economic models and investing in developing countries and new technologies,” said Richard S. Faltin, a Partner in WeiserMazars’ Media Information and Entertainment Group. “Companies must keep pace with rapid worldwide economic and technological changes in order to remain competitive in the media industry.”

See the [Media Barometer 2014 – 3<sup>rd</sup> Edition](http://weisermazars.com/pdfs/2014%20Media%20Barometer%20-%20Media%20Study.pdf) [http://weisermazars.com/pdfs/2014 Media Barometer - Media Study.pdf](http://weisermazars.com/pdfs/2014%20Media%20Barometer%20-%20Media%20Study.pdf) in its entirety, including other important media industry trends.

**About WeiserMazars LLP**

Since 1921, WeiserMazars LLP has provided a unique combination of foresight and experience when fulfilling client needs in accounting, tax and advisory services. WeiserMazars' team of over 100 partners and approximately 700 professionals is based out of nine U.S. offices, Israel and the Cayman Islands. As the independent U.S. member firm of the Mazars Group – a prominent international accounting, audit, tax and advisory services organization with nearly 14,000 professionals in more than 70 countries on six continents– WeiserMazars represents clients of all types, including owner-managed businesses, complex, multi-national organizations and high net worth individuals in a multitude of industries.

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