

CURRICULUM VITAE

Larry Gerbrandt

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Bio: Larry Gerbrandt has been a leading media and entertainment executive, research analyst, valuation expert and consultant for more than 25 years. In recent years he has focused on the economic and strategic implications of the intersection between traditional media and emerging content delivery technologies. Management background includes experience in film and video production, commercial photography, cable TV system operations, financial audience and advertising research and magazine publishing. His current focus is on strategic consulting, valuation, expert witness and advisory assignments within the media and entertainment industries that leverage his deep understanding of fundamental industry economics, revenue generation and media measurement.

Became a partner in Dallas, TX-based **Brimstone Films** in 1978. After selling his stake in the production company in 1982 he became operations manager for **Orion Cable**, which operated private cable systems along the front range of Colorado. Joined **Kagan World Media**, a groundbreaking media research organization, in 1984. As senior analyst and senior vice president of Kagan's entertainment division, oversaw more than two dozen of its newsletters and databooks, led its valuation practice and was the creator of Kagan's definitive Economics of Basic Cable Networks database. In 2000, after Kagan's sale to Primedia, became Kagan's COO and led its integration into **Primedia's MediaCentral** division. Upon Kagan's subsequent sale to MCG Capital in 2004 joined **AlixPartners** to lead its entertainment consulting and litigation support practice. In 2005 was recruited by The Nielsen Company to become SVP/general manager of **Nielsen Analytics**, focusing on emerging media technology economics and conducting primary research on consumer adoption of new media platforms. Following Nielsen's sale to a group of private equity companies formed the custom research, litigation support and valuation practice, **Media Valuation Partners**, in 2007. Joined Pasadena, CA-based **Janas Consulting** in late 2010 as a managing director focusing on the firm's valuation practice. In late 2013 he also became an Affiliate of the **Analysis Group**, a Boston, MA-based firm specializing in complex litigation matters as well as economic, financial, and strategy consulting.

He is a member of the board of directors of **The Inspiration Network** (a family-friendly basic cable network with more than 80 million TV households) and is owner of the **Rare Light Gallery** in historic downtown San Juan Bautista in the heart of California's Central Coast. He is also a member of the **San Juan Bautista General Plan Committee**.

Widely quoted as an expert on trends and economics in the M&E industries and has served as moderator of more than 200 Kagan and industry panels and conferences. Has served as an expert witness and expert consultant on more than 90 major litigations in the media, entertainment and intellectual property arena, including the landmark Katzenberg v. Disney case.

An award-winning fine art photographer, his 2014 photographs of the Northern Lights in Iceland were featured in a two-page spread in London's prestigious *The Guardian* newspaper. He also regularly contributed fine-art photography to the monthly "Parting Shot" feature of the *San Juan Star* and now

contributes to the *Mission Village Voice*.

He attended Colorado State University on a plant pathology and creative writing scholarship and graduated from Regis University in Denver with a bachelor's degree in business administration. He has also taken entertainment law classes at the UCLA Extension and done course work in statistics through Statistics.com.

Wrote the "Media Math" column for *The Hollywood Reporter* until its re-launch as a monthly in late 2010 and continues to write a quarterly column "US Watch" for *Euromedia Magazine*. Also provides expert analysis and consulting to clients of GigaOM Pro, ThomsonReuters Round Table Group and the Gerson Lehman Group.

Father of two (Ryan and Lauren) and devoted grandfather of four (Nathan, Anistyn, Grayson and Wyatt). He also owns the trademark to the tongue-in-cheek "Bad Grandpa" line of T-shirts.

Media Valuation Partners, Los Angeles, CA 2007-Present

Founder and Principal

MVP provides valuation, appraisal, fair market value, strategic research, market analytics, litigation support, expert witness, strategic consulting and market forecasting services with an emphasis on media, entertainment, cable television, broadcasting, motion picture, home video, television programming and emerging technologies.

Janas Consulting, Pasadena, CA 2010-Present

Managing Director

Joined Janas in October 2010 to help expand the firm's media, entertainment and technology group and valuation services. Janas provides management consulting, turnaround and restructuring advisory services and investment banking services to mid-market companies.

Nielsen Analytics, Hollywood, CA 2005-2007

Senior Vice President/General Manager

Created leading edge research, analysis, strategic advisory and valuation services to companies in the media & entertainment space with a particular focus on the convergence of content delivery and consumer media technology—and the underlying economic models in the television, motion picture, cable, satellite, music, home video, video game, mobile entertainment and publishing industries. Author of the Nielsen *Economics of On-Demand Programming*, *The Modern Moviegoing Experience* and *Benchmarking The Digital Household* reports. Also developed the concept of the Über Media Consumer and performed extensive research on this category of heavy media and entertainment user. A member of Nielsen's Primary Research Council, which focused on improving cross-platform and fusion research activities within Nielsen and coordinating the wide range of consumer level research initiatives.

AlixPartners LLC, Los Angeles, CA 2004-2005

Director

Joined firm in July 2004 to build AlixPartners' media and entertainment practice, focusing on valuation, consulting and litigation support. Headquartered in Southfield, MI, AlixPartners is a leader in providing financial advisory services, including litigation support, consulting, valuation and restructuring to a wide range of industries.

Kagan World Media, a Primedia company. Carmel, CA 1984-2004

Chief Operating Officer/Senior Analyst

Joined firm in 1984 as associate editor and was promoted to analyst in 1985. Became vice president, with added corporate responsibilities, in 1988. Promoted to senior vice president in 1992 and was responsible

for Kagan's entertainment and programming research operations and oversaw a team of analysts covering the cable and broadcast network programming, DBS, TV syndication, home video, motion picture, pay TV, music and Internet industries in 1992. Named chief operating officer, responsible for all Kagan content, publishing, research, appraisal and consulting operations, in February 2001. Kagan was acquired by Primedia Corp. in October 2000 and then merged into the Media Central LLC joint venture between Primedia and Steven Brill in February 2001. Media Central was dissolved in May 2003 and Kagan was sold to MCG Capital in March 2004. Over a span of two decades, helped build Kagan into one of the leading media and entertainment research firms, with a client base of over 5,000 individuals and firms.

Served as senior analyst and contributor to more than 20 different newsletters, including *CONSUMER MEDIA TECHNOLOGY*, *HOME SHOPPING INVESTOR*, *INTERNET ADVERTISING*, *CABLE PROGRAM INVESTOR*, *STREAMING MEDIA INVESTOR*, *VOD INVESTOR*, *THE PAY TV NEWSLETTER*, *CABLE TV ADVERTISING*, *MOTION PICTURE INVESTOR*, *DIGITAL TELEVISION*, *MARKETING NEW MEDIA*, *CABLE TV TECHNOLOGY*, *ELECTRONIC PUBLISHER*, *THE DBS REPORT*, *INTERNET MEDIA INVESTOR*, *TV PROGRAM INVESTOR*, *TV PROGRAM STATS*, *MOVIESTATS*, *MUSIC INVESTOR*, *CABLE TV INVESTOR* and *KAGAN MEDIA MONEY*.

Also authored or contributed to numerous special reports on entertainment topics, including THE CONNECTED HOUSEHOLD, MEDIACAST 2006/2007/2008, THE PAY-PER-VIEW REPORT, THE CHANNEL CAPACITY REPORT, THE CABLE INTERCONNECT REPORT, THE CABLE ADVERTISING REPORT, KAGAN MEDIA TRENDS, THE STATE OF HOME VIDEO, THE STATE OF DBS, HOME SHOPPING, ECONOMICS OF BASIC CABLE NETWORKS (1995, 1996, 1997, 1998, 2000), CHANNEL COMPRESSION: A STRATEGIC ANALYSIS, CABLE MODEMS: A STRATEGIC ANALYSIS. Had corporate oversight responsibilities for PKA's investment in two leading cable trade publications, Cable World and Cable Avails, which were sold in January 1994 to Cowles Media. As senior analyst, also moderated numerous Kagan Seminars, Inc. conferences, including The Digital Household Summit, The Future of Pay-Per-View, Motion Picture Production & Finance, TV Program Finance, Interactive Multimedia Forum, Video-On-Demand, High Speed Access Summit, as well as conferences dealing with home shopping and streaming media. Wrote a monthly column "Letter From America" for *Kagan's Euromedia* magazine from 1999-2002. Also oversaw company's investment in an international TV syndication company run by Drew Levin.

Was also senior consultant to **KAGAN MEDIA APPRAISALS**, which engaged in consulting, expert witness and valuation assignments and has performed appraisals of media assets aggregating to more than \$85 billion. Acted as consultant on many of KMA's entertainment and programming-related assignments and has been responsible for fair market value appraisals of numerous movie libraries, totaling in excess of 4,000 titles, including being designated as Disney's expert witness in the *Katzenberg v. Disney* case. Other valuation assignments included numerous cable networks, movie theater chains, music libraries and TV libraries. Strategic consulting assignments include assessments of market opportunities in the motion picture, home video, cable programming, PPV/VOD, home shopping and TV syndication sectors, both U.S. and international markets.

ORION BROADCAST GROUP/ORION CABLE SYSTEMS, INC. Denver, CO 1982-1984

Operations Manager

Managed 15 private cable/SMATV systems with over 2,000 subscribers operating along the front range of Colorado for this division of Orion Broadcast Group (a startup media company which went public in 1983 with interests in low power and full power television stations and private cable systems). Was responsible for all phases of system operations, including franchise negotiations, construction, marketing, programming and billing. Left the company after overseeing the successful sale of division operations to another SMATV firm.

BRIMSTONE FILMS Dallas, TX 1978-1982

Producer & Photographer

As one of the founders of Brim, Stone, Gerbrandt & Guetzlaff, Inc. (dba Brimstone Films) in 1978, acted as line producer on dozens of TV commercials, award-winning industrial films and museum documentaries. Clients included Tandy Corp. (Radio Shack), Dr. Pepper, Pizza Hut, Precision Tune, Neiman-Marcus, Texas Sports Hall of Fame and the East Texas Oil Museum. After completing principal photography on a one-hour TV special on the Hemingway family, sold interest in company to an outside investor. Brimstone also formed a joint venture with Chuck Bua to launch a creative boutique advertising agency—Brimstone & Bua.

THE NATIONAL COURIER Plainfield, NJ 1976-1977

Freelance Photojournalist

A regular contributing photographer and reporter for this national weekly newspaper, launched by Logos Publishing in 1976.

CHRIST FOR THE NATIONS, INC. Dallas, TX 1974-1978

Managing Editor

Was responsible for all publishing at this non-denominational missionary organization and Bible institute, including a monthly magazine with a circulation of 144,000 and a book catalog of over 200 titles. Also served as photography instructor at the CFN Institute.

CORPORATE ACTIVITIES:

THE INSPIRATION NETWORK (501c-3 non-profit corporation) Board Member

EDUCATION:

Alameda Senior High School, Lakewood, CO. Graduated in 1970
Colorado State University, Ft. Collins, CO. Major: Plant Pathology 1970-1972
Metropolitan State College, Denver, CO Major: Journalism 1972-1973
Regis University (formerly Loretto Heights College), Denver, CO 1984-1985
Received Bachelor of Arts degree in Business Administration in 1985.
UCLA Extension Class Winter 2008

LITIGATION CONSULTING HISTORY:

1. Deposition 1989

Bella Abzug, et al v. Kirk Kerkorian/MGM/UA [Retained by Plaintiff]

2. Deposition

Credit Lyonnais v. Houlihan, Lokey, et al [Retained by Plaintiff]

3. Deposition

Filerman, et al vs. Fox Broadcasting Co. [Retained by Plaintiff]

4. Declaration

Fox Family Properties, Inc. v. CBS, Inc; Touchstone TV; Jerry Bruckheimer; CAA[Retained by Plaintiff]

5. Testimony

Internal Revenue Service vs. Marian B. estate (RKO library rights, Tax Court, Washington, DC) [Retained by Plaintiff]

6. Testimony

Joseph Murana et al vs. Bank of Montreal and Peat Marwick Thorne (Canada)

7. Expert Report, Valuation and Testimony

Litchfield Theatres, Ltd. bankruptcy court hearing (Charlotte, NC)

8. Deposition

Mainline Pictures v. Kim Basinger [Retained by Defendant]

9. Affidavit

MCA v. Viacom (New York) [Retained by Defendant]

10. Deposition & Testimony

Michael DeWoody, et al v. Hopkins & Sutter (Ft. Worth, TX) [Retained by Plaintiff]

11. Deposition

MTA/Persik v. MGM/UA Pictures, et al

12. Testimony

New Visions Productions vs. Cineplex Odeon (AAA Arbitration) [Retained by Plaintiff]

13. Deposition

Persky-Bright v. Columbia Pictures [Retained by Defendant]

14. Deposition

Rafelson, et al. v. Columbia Pictures Industries (*The Monkees*) [Retained by Defendant]

15. Deposition & Testimony

Recreation Broadcasting, Inc. and KTV, Inc. vs. United Cable TV of Colo. et al (Denver, CO) [Retained by Defendant]

16. Deposition

SelectTV v. Amway

17. Deposition

Simon Marketing, Inc. v. Promotional Concept Group

18. Affidavit

Singer v. Danson (affidavit filed, Los Angeles) [Retained by Defendant]

19. Testimony

Sonic Cable vs. CableAd Image (San Luis Obispo, CA) [Retained by Plaintiff]

20. Deposition & Testimony

Syufy Enterprises v. State of California [Retained by Plaintiff]

21. Deposition

T. Rex Productions v. Whoopi Goldberg [Retained by Defendant]

22. Deposition

Vestron v. Security Pacific [Retained by Plaintiff]

23. Testimony 1994

Copyright Arbitration Royalty Proceedings, Copyright Office, Library of Congress

24. Testimony 1996

Digital Performance Right In Sound Proceedings, Copyright Office, Library of Congress

25. Testimony 1997

Satellite Arbitration Royalty Proceedings, Copyright Office, Library of Congress

26. Deposition 1997

Schonfeld v. Hilliard [Retained by Defendant]

Standards and practices in the basic cable network industry sector as well as the value of startup basic networks in the US market. Involved the initial attempt to bring the BBC to the US market as a 24/7 basic network.

27. Deposition 1997

Wherehouse Video bankruptcy reorganization (Delaware)

28. Testimony 1998

Sheldon, et al v. Columbia Pictures, Inc. et al (CA Superior Court) [Retained by Defendant]

29. Deposition 1999

County of Alameda v. St. Michael Investments, et.al [Retained by Defendant]

Economic impact on a motion picture theater exhibitor from the taking of parking spaces by the county at a mall for highway expansion.

30. Valuation and Deposition 1999

Katzenberg v. Disney [Retained by Hill, Wynne, Troop & Meisinger on behalf of Defendant] Valuation of all intellectual property created by Disney's Entertainment division during Jeffrey Katzenberg's 10-year tenure.

31. Deposition 1999

Leonard Ross vs. @Radical, Levi Strauss, Foote, Cone & Belding and David LaChapelle [Retained by Defendant]

Economic impact from the streaming of the "Pool Boy" TV commercial from the Levi Strauss web site that featured a Hollywood Hills mansion as the location.

32. Deposition 1999

USA v. ASCAP (Civil Action #13095, Southern District Court of New York, rate setting proceeding) [Retained by Jay Levin of Paul, Weiss on behalf of Defendant] Standards and practices in the US cable industry and economic trends in the basic cable network industry sector.

33. Deposition 2000

Belo Holdings, Inc. and PJ Health Programming, Inc. v. AHN Holdings, Inc. and Columbia/HCA Healthcare (Dallas, TX)

34. Deposition 2000

Lipson v. New Frontier Media

35. Testimony 2000

Ticketmaster vs. N2K (California Superior Court)

36. Deposition 2000

USA v. ASCAP (rebuttal) [Retained by Defendant]

37. Declaration & Deposition 2001

Bochco vs. Fox [Retained by Plaintiff]

38. Testimony 2001

Click vs. Trimark (AAA proceeding in Los Angeles)

39. Deposition & Testimony 2001

PJ Health Programming, Inc. v. AHN Holdings, Inc. and Columbia/HCA Healthcare (Dallas)"
[Retained by Plaintiff]

40. Deposition & Testimony 2001

Wex vs. TVN (Arbitration) [Retained by Plaintiff]

41. Deposition 2002

Furtherfield Partners, L.P. v. Perelman, et al. (Panavision) [Retained by Defendant] (Testified to the customs and practices in motion picture production, equipment rental companies and conversion to digital capture).

42. Deposition 2003

Blatty/Friedkin v. Warner Bros (Exorcist)

43. Deposition & Testimony 2003

Echostar v. TV Azteca

[Retained by Jay Levin of Paul, Weiss, representing Defendant]

(Testimony on television industry standards and practices related to program scheduling and advertising breaks and the domestic retransmission of international networks).

44. Deposition & Testimony 2003

Ivy Street Productions v. Sony Pictures, Columbia, et al. (*George* TV series) [Retained by Defendant]

45. Deposition & Testimony 2003

Modi v. ESPN

[Retained by Jay Levin of Paul, Weiss, representing Defendant]

(Testimony regarding international cable programming standards and practices, regional sports network economics and affiliation agreements and distribution practices in India.

46. Testimony 2004

Arclight v. Bob Yari International (AAA Arbitration)

Valuation of a missing motion picture credit.

47. Declaration 2004

Attachment to the Supplemental Comments of TV One, Federal Communications Commission, **In the Matter of Notice of Inquiry on A La Carte and Themed-Tier Programming and Pricing Options for**

Programming Distribution on Cable Television and Direct Broadcast Satellite Systems, MB Docket No. 04-207 [Retained by the National Cable Television Association]

48. Deposition 2004

Krikorian v. Westminster

Valuation of a movie theater in Redlands, CA that was not built as a result of a breach of contract.
[Retained by Plaintiff]

49. Deposition 2004

Logix v. Emerald Entertainment

50. Deposition & Testimony 2004

Promark Sports v. Gateway Computers (San Diego, CA) [Retained by Defendant]

51. Expert Report & Deposition 2004

USA v. ASCAP

Retained by Jay Levin of Paul Weiss on behalf of the Defendants
(Description: Provided expert testimony on local television broadcasting industry economics trends and practices in support of a performing rights organization in rate setting proceeding involving music.)

52. Deposition 2005

Medical Illustrators v. Advanstar

Retained by Greenberg Traurig on behalf of Defendants.
Magazine industry standards and practices, magazine industry economics and issues related to the re-use of medical illustrations in international editions of a medical journal published by Advanstar.

53. Deposition & Testimony 2005

Wolf v. Walt Disney Enterprises (Los Angeles, CA)

54. Deposition 2006

Intertainer v. Movielink [Retained by Plaintiff]

55. Testimony 2006

Krikorian v. Westminster (Riverside County, CA) [Retained by Plaintiff]

56. Declaration 2008

Film Musician's Secondary Market Fund v. Nu Image, Inc. et al (Damages)[Retained by Plaintiff]

57. Declaration 2008

In Support of Comments of the National Cable & Telecommunications Association, In the Matter of Leased Commercial Access, Federal Communications Commission, MB Docket No. 07-42 [retained by NCTA]

58. Testimony 2008

Dick Wolf v. NBC Universal

(JAMS Arbitration)

[Retained by John Lavelly of Lavelly & Singer, representing Plaintiff]

(Description: Analysis of the economics of license fees paid by USA Network to NBC Universal for *Law & Order: Special Victims Unit* and *Law & Order: Criminal Intent* when both buyer and seller were under common ownership.)

59. Declaration & Deposition 2009

Universal Studios LLP, et al. v. RealNetworks Inc., et al [representing Defendant] Industry standards and practices related to DVD copy protection schemes and consumer trends in downloading file ripping and file sharing software and services.

60. Testimony 2009

North American Residential Communities, Inc. v. Woods et al California Superior Court, San Bernardino County [representing Defendant]

(Description: The ability of the mobile phone network to imbed time stamp data in the metadata of mobile phone photographs and the reliability of the time stamping system.)

61. Declaration & Deposition 2009

Herring Broadcasting, Inc. v. Comcast Corp, Federal Communications Commission, MB Docket No. 08-214, Fil61. e No. CSR-7907-P [representing Defendant] (Description: Plaintiff claimed Defendants had prevented carriage of their network in favor of a “substantially similar” cable network owned by Defendants. Presented extensive programming analysis that refuted the claim and also offered testimony on cable industry and television industry standards and practices).

62. Declaration, Deposition & Testimony 2009

NFL Enterprises LLC v. Comcast Cable Communications, LLC, Federal Communications Commission, MB Docket No. 08-214 File No. CSR-7876-P [Retained by Davis, Polk, representing Defendant]

(Description: Plaintiff claimed Defendants had prevented carriage of their network in favor of a “substantially similar” cable network owned by Defendants. Presented extensive programming analysis that refuted the claim and also offered testimony on cable industry and television industry standards and practices).

63. Declaration, Deposition & Testimony 2009

TCR Sports Broadcasting Holding, LLP, dba Mid/Atlantic Sports Network vs. Comcast Corporation, Federal Communications Commission, MB Docket No. 08-214, File No. CSR-8001-P [representing Defendant]

(Description: Plaintiff claimed Comcast unreasonably denied carriage of MASN in favor of their own regional sports network. Presented consumer survey and marketing data showing minimal interest in the Tri-Cities territory for Washington Nationals baseball team, along with other TV programming standards and practices issues.)

64. Declaration & Deposition 2009

Alejandro Eduardo Gongora vs. Editorial Caballero, S.A. de C.V.; Grupo Siete International, Inc.; and Playboy Enterprises, Inc. [representing Plaintiff]

(Description: Testimony and analysis regarding appropriate valuation methodologies for publishing assets in the US and international markets.)

65. Confidential Report, Deposition & Testimony 2009

In Re Application of Mobitv, Inc., Related to USA v. American Society of Composers, Authors and Publishers (ASCAP)

[Retained by Ken Steinthal at Weil, Gotschal, representing Plaintiff]

(Description: Cable programming industry standards and practices, matters related to affiliation agreements and programming and viewing mix on MobiTV channels).

66. Confidential Report 2010

Dr. Joseph Nicolosi v. Donelle Dadigan et al

[Retained by Joseph Gentleman, representing Plaintiff]
(Description: Valuation of lost publicity).

67. Confidential Report & Deposition 2010

In Re. Application of Celco Partnership dba Verizon Wireless v. American Society of Composers, Authors and Publishers (ASCAP)

[Retained by Bruce Joseph at Wiley, Rein, representing Plaintiff]
(Description: Cable programming industry standards and practices, matters related to affiliation agreements and programming and viewing mix on Verizon Wireless video offerings).

68. Expert Report & Deposition 2010

Aryana Farshad v. Point 360 et al

[Superior Court of California, County of Los Angeles, Case: BC387533]
[Retained by P.K. Schriefer LLP, representing Defendant]
(Description: Valuation of lost footage from Iran documentary).

69. Expert Report 2010

Air Communications, et al v. EchoStar Satellite Corporation, et al

[District Court Arapahoe County, State of Colorado, Case: 00CV3130]
[Retained by Hill & Robbins, PC, representing Plaintiff]
(Description: Satellite industry history, standards and practices, analysis of EchoStar and DISH Network economics, industry marketing practices and sales/installation commission structures).

70. Confidential Consulting 2011

Genuine Entertainment, Inc. dba The Idea Factory v. Steven Seagal; Steamroller Productions, ICM and A&E Television Network,

[CA Superior Court, County of Los Angeles, BC420404]
[Retained by Johnson & Johnson LLP, representing Plaintiff]
(Description: Valuation of potential backend rights to a TV series).

71. Consulting & Custom Survey 2011

Woodson & Rummerfield's House of Design, Inc. v. Lisa Beaulieu (aka Lisa Marie Presley) [AAA Case No. 72 529 Y 00894 09 JISI]

Retained by Jeffer Mangels Butler & Mitchell LLP, representing Defendant]
(Description: Valuation of lost publicity exposure in national and international publications as well as marketing and publicity practices in the interior design industry).

72. Expert Report 2011

MARVEL CHARACTERS, INC. v. Sony Pictures Entertainment, Inc., Columbia Pictures Industries, Inc., SPE Spider-Man GP Inc., Sony Pictures Consumer Products, Inc., Sony Electronics, Inc. and Sony Computer Entertainment America, Inc. [JAMS Case #142500171]

[Retained by Sheppard, Mullin, Century City, CA, representing Defendant] (Description: Cable television industry standards and practices, issues related to premium television windowing and output deals).

73. Deposition & Trial Testimony 2011

Charles Brooke Temple III v. Venture Technologies Group, LLC

(Superior Court of CA, County of Los Angeles, Case No. BC442288)
[Retained by Law Offices of Michael Berk, Beverly Hills, CA, representing Plaintiff] (Description: Television broadcasting industry standards and practices, matters related to transition from analog to

digital transmission and issues related specifically to LPTV stations).

74. Expert Report 2011

Sandra Booker v. The Regents of the University of California, et al

Superior Court of the State of California, County of Los Angeles, Central District, Case Number: BC 434900

[Retained by Rand Carstens, Lewis Brisbois Bisgaard & Smith LLP, representing Defendant]

(Description: Valuation of intellectual property—music compositions, greeting card designs, photographs and music recordings—irretrievably lost from a computer hard drive by the UCLA campus bookstore technicians.

75. Deposition 2011, Testimony 2012

PM&J Productions, Inc. v. U-Haul Co. of Florida

(Circuit Court of the 11th Judicial Circuit in and For Miami-Dade County, Florida. General Jurisdiction Division, Civil Action. No 06-04981-CA-13)

[Retained by Bill Custer, Bryan Cave, Atlanta, GA, representing Defendant] (Description: Recording and music industry standards and practices and value of lost classical piano recordings. Testified to the nature of copyrights and the value of content with and without talent licenses).

76. Expert Report 2011, Rebuttal Report 2012, Deposition 2012

WPIX, et al v. Broadcast Music Inc. (BMI)

(United States District Court, Southern District of New York, 09 Civ. 10366, Related to United States v. Broadcast Music, Inc., 64 Civ. 3787)

[Retained by Linda Dakin-Grimm, Milbank, representing Defendant]

(Description: Testimony regarding broadcasting industry customs and practices, television broadcasting viewing and economic trends and new media revenues in a rate-setting proceeding for a music performing rights organization).

77. Expert Report 2012, Deposition 2012

CBS et al v. Filmon.com Inc.

US District Court, Southern District of New York, Case No. 1:1 0-cv-7532-NRB

[Retained by Toby Butterfield, Frankfurt Kurnit Klein & Selz PC, representing Defendant]

(Description: Testimony regarding standards and practices in the cable and broadcasting industry related to retransmission of over-the-air television signals and a rebuttal damage model related to Filmon's alleged infringement).

78. Expert Rebuttal Report 2012, Deposition 2012

Spanski Enterprises, Inc. v. Telewizja Polska, S.A.

US District Court, Southern District of New York, Case No.: 10-4933 (ALC)

[Retained by John Piskora, Loeb & Loeb, representing Plaintiff]

(Description: Assisted the firm of Anchin, Block & Anchin LLP in developing a damage model and report in the case and was then retained to write a rebuttal report to defendant's expert reports. Rebuttal expert analysis on the proper methodology for evaluating Polish language premium channels marketed in the US and Canada, as well as programming practices and strategies for premium services in the US).

79. Expert Testimony 2012

Steven Holder v. Roger Howe, Scott Linton, William Lund, Ryan How, Mark Davis, The Sonora Web, West Texas New Mexico Films, et al

Superior Court For the State of California, County of Los Angeles – Central District

Case No. BC445145 Judge" Ruth Ann Kwan

[Retained by Timothy Shields of George & Shields, representing Plaintiff]

(Description: Valuation of the movie, West Texas Children's Story, at specific points in time and changes in the global movie marketplace between 2007 and 2009. Also testified to motion picture industry customs and practices related to production, pre-sales of rights and global distribution.

80. Expert Report and Deposition 2012

Starz Entertainment, LLC vs. Dish Network LLC

District Court, Douglas County, Colorado. Case #: 2011-cv-1165

[Retained by Michael Kump, Kinsella Wietzman Iser Kump & Aldisert on behalf of the Plaintiffs]

(Description: Detailed analysis of the history of pay television promotions and marketing in the US, industry and industry standards and practices in light of Dish Network's decision to give virtually its entire subscriber base a year long free preview of the Starz premium service, as well as the implications of Dish's actions.]

81. Damage Analysis and Deposition 2012

UMG Recordings, Inc. vs. NBC Universal, Inc., Vivendi Universal Entertainment LLP, et al

Superior Court of the State of California, County of Los Angeles, Case No. SC106213

[Retained by Steve Marenberg and Moez Kaba, Irell & Manella, Century City, CA on behalf of Plaintiffs]

(Description: Damage analysis and valuation of the music-related assets—including more than 150,000 master tapes—lost in the 2008 fire in the vault on the Universal Studios lot.

82. Expert Report 2012, Deposition 2013 and Rebuttal Report 2013

In Re NCAA Student-Athlete Name & Likeness Licensing Litigation

United States District Court, Northern District of California

Case No. 4:09-cv-1967 CW (NC)

[Retained by Bruce Wecker and Jon King of Hausfeld LLP, San Francisco, CA on behalf of class action Plaintiffs].

(Description: Provide expert analysis of television ratings and economics for NCAA football and basketball telecasts of both live and archive games and to also provide industry standards, practices and terminology in the television broadcasting and basic network sectors.

83. Expert Report and Deposition 2012

Tracy Ann Harrison vs. Richard Kevin Harrison, et al

District Court, Family Division, Clark County, NV Case No. D-11-4401666-D,

[Retained by James Kwon of James Kwon Law LLP on behalf of Plaintiff]

(Description: Valuation of future potential earnings of Rick Harrison, the central character in the hit History Channel series *Pawn Stars*).

84. Expert Consulting and Valuation 2012

Ron Raffaelli v. Getty Images Inc et al

[Retained by Sherli Shamtoub of Schwarcz, Rimberg, Boyd & Rader Law LLP on behalf of Plaintiff].

(Analysis of the potential value of limited editions and licensing sales of over 400 images taken by Ron Raffaelli of early rock era superstars, such as Jimi Hendrix, The Rolling Stones and others).

85. Expert Report and Rebuttal Report 2012, Delaware Court Testimony 2013

Huff Fund Investment Partnership dba Musashi II Ltd. and Bryan E. Bloom v. CKx Inc. [Retained by Gary Carney of Paul Weiss on behalf of Defendant].

(Analysis of the reasonableness of a long-term cash flow growth rates used in the valuation of *American Idol* and other CKx assets, along with TV industry history, economics and programming standards and practices).

86. Expert Report 2013

Trustees of the Directors Guild of America-Producer Pension Plans and Trustees of The Directors Guild of America-Producer Health Plan vs. Nu Image, Inc. and Millennium Films, Inc. United States District Court, Central District of California, Western Division, Case No. CV12-4439 SVW (PJWx) [Retained by David Adelstein of Bush Gottlieb Singer López Kohanski Adelstein & Dickinson on behalf of Plaintiffs] (Allocation analysis of rights presales for independent motion pictures in international territories).

87. Expert Report and Deposition 2013

Goodness Films, LLC; Herbert Hudson, Paul Goldsby and Kennedy Goldsby vs. TV One LLC, Miguel A. Nunez, Jr. and Edwin B. “Ed” Weinberger.

United States District Court, Central District of California, Case No.: CV 12-08688-GW (JEMx) [Retained by A. Raymond Hamrick of Hamrick & Evans on behalf of Plaintiffs] (Valuation of the potential of a made-for-cable TV sitcom and data on the survival rate of TV series).

88. Expert and Rebuttal Report and Deposition, 2013

In the Matter of Certain TV Programs, Literary Works for TV Production and Episode Guides Pertaining to Same International Trade Commission, Cause No. 337-TA-886 [Retained by Jeffrey Kravitz of Fox Rothchild on behalf of Defendants]

(Standards and Practices in the television programming industry related to the creation, acquisition and monetization of original episodic TV series).

89. Expert Report and Deposition, 2014

Operation:Heroes, Ltd. vs. Procter & Gamble Productions, Inc. and Telenext Media, Inc. US District Court, District of Nevada, Civil No. 2:12-cv-00214-LRH-GWF

[Retained by Michael P. Verna and Nathaniel B. Duncan of Bowles & Verna LLP on behalf of Plaintiffs] (Lost profits calculation for a new awards show franchise that was to have aired on CBS. Included analysis of broadcast network ratings, CPMs, event ticket sales, sponsorship revenue and e-mail campaign conversion rates).

90. Expert Report, Rebuttal Report and Deposition 2014

In re Cablevision Consumer Litigation (Class Action) US District Court, Eastern District of New York, Case: 10-CV-4992 (JS) (AK) [Retained by Carol Shahmoon of Shahmoon & Ellisen LLP on behalf of Plaintiffs] (Cable industry standards and practices related to Terms of Service agreements, retransmission consent negotiations, refunds for temporary service outages and other matters related to programming).

91. Expert Declaration, Deposition and Testimony 2015

HULAVISION, INC., v. NBC UNIVERSAL, INC., HULU, LLC, JAMS Ref. No. 1220040535

[Retained by Robert M. Vantress, Vantress Law Group, on behalf of Claimant] (Trade secret case under CUTSA. Provided opinions related to the similarity of concept and features for two services; whether the combination of concepts and/or features were generally known during the relevant time frame; and whether the combination of features had economic value and calculation of damages.)

92. Expert Report 2015

GARTH ANCIER v. MICHAEL F. EGAN, II, JEFFREY M. HERMAN and MARK F.

GALLAGHER, US District Court for the District of Hawaii, Civil No. 14-cv-00294-JMS-RLP

[Retained by Dan P. Sedor, Jeffer Mangels Butler & Mitchell LLP on behalf of Plaintiff] (Provided expert analysis and valuation of lost profits and income and reputational damage suffered by Mr. Ancier as a result of false allegations and resulting publicity).

93. Expert Report 2015

RICHARD POSTMAN V. SPIN MASTER, LTD., MATTHEW WEXLER, VIACOM, INC., VIACOM INTERNATIONAL INC. US District Court, Central District of California, Western Division, Case No. 2:14-CV-05516-GW-E [Retained by Scott L. Goldman, Bird Marella on behalf of Plaintiff]. (Performed analysis and calculation of lost profits from the airing and exploitation of the Nickelodeon TV series *PAW PATROL*, including merchandising rights and allocation of network advertising and affiliate fees).

94. Expert Report 2015, Rebuttal Report 2016

UNITED STATES, ex rel., FLOYD LANDIS v. TAILWIND SPORTS CORPORATION, et al., US District Court for the District of Columbia, Case No. 1:10-cv-00976 (CRC) [Retained by David Finkelstein, US Attorney, Department of Justice on behalf of Plaintiff] (Primary assignment was to measure the number of impressions generated across all forms of media from 2010 to 2014 resulting from the United States Anti-Doping Agency (USADA) finding that Lance Armstrong had used performance enhancing drugs (PED) during his Tour de France wins, notably while being sponsored by the US Postal Service, and his subsequent admission to Oprah Winfrey on OWN in early 2013 that he had indeed extensively used PEDs).

Litigation Support Summary

Cases: 94 (Plaintiffs=41, Defendants=35, balance bankruptcies and rate setting proceedings)

Depositions: 65

Reports/Declarations/Valuations: 48

Trial & Arbitration Testimony: 36

NON-LITIGATION VALUATION/CONSULTING ASSIGNMENTS

NIXLE – (2007/2008) Part of the early stage management team of this community safety alert Internet startup. Business plan modeling, valuation, market research, Internet advertising and direct response analysis.

JMJ PRODUCTIONS – (2008) Valuation of various assets held by JMJ Productions related to *The Tim McCarver Show*, including a business plan for the creation of a stock footage library based on the *Show* and other JMJ assets.

MPH FILMS – (2010) A Janas Consulting assignment. Valuation consulting related to the TV series *The Dog Whisperer*.

THE INSPIRATION NETWORK and HALOGEN TV --- (2011/2012) A Janas Consulting Assignment. Valuation, consulting and appraisal of the INSP and Halogen basic cable networks.

BENNETT MEDIA WORLDWIDE – (2012) Valuation of the minority interest in the residual syndication rights to a library of TV series and TV specials.

ROSEMEAD OIL PRODUCTS – (2012) A Janas Consulting assignment. Valuation of a minority interest in a specialty oil and lubricants manufacturer and distributor.

List of Publications

Hollywood Reporter	
1.	Larry Gerbrandt, <i>For all audiences: what online ticket buyers say about their moviegoing experience</i>

	<i>in theaters and at home</i> , HOLLYWOOD REPORTER, Mar. 15, 2006
2.	Larry Gerbrandt, <i>The cost of a rebuilt retransmission: \$5 billion a year and a jolt to subscribers</i> , HOLLYWOOD REPORTER, Feb. 10, 2010
3.	Larry Gerbrandt, <i>Hard to be predictable when it comes to the economics of primetime dramas</i> , HOLLYWOOD REPORTER, Mar. 19, 2010
4.	Larry Gerbrandt, <i>Time Watching Television is growing, and we're looking at it from every angle</i> , HOLLYWOOD REPORTER, May 3, 2010
5.	Larry Gerbrandt, <i>It's not just the story: latest analysis of studio marketing costs suggests that big-time spending on tentpoles mostly does pay off</i> , HOLLYWOOD REPORTER, June 11, 2010
6.	Larry Gerbrandt, <i>Ready or not (and we're mostly not), industry's push for 3DTV is under way</i> , HOLLYWOOD REPORTER, July 28, 2010
7.	Larry Gerbrandt, <i>Is 3D television's manifest destiny or are those pesky 3D glasses just something else to lose between the sofa cushions</i> , HOLLYWOOD REPORTER
Euromedia columns	
8.	Larry Gerbrandt, <i>Letter From America</i> , EUROMEDIA, July 2000
9.	Larry Gerbrandt, <i>Letter From America: The High Definition Version Of The Chicken & Egg Conundrum</i> , EUROMEDIA, Sept. 2000
10.	Larry Gerbrandt, <i>Letter From America</i> , EUROMEDIA, Oct. 2000
11.	Larry Gerbrandt, <i>Letter From America: Can Yesterday's Thrills Be Compelling Television?</i> , EUROMEDIA, Nov., 2000
12.	Larry Gerbrandt, <i>Letter From America: The Best Courtroom TV Drama Ever</i> , EUROMEDIA, Dec. 2000
13.	Larry Gerbrandt, <i>Letter From America: The Hunt For The "Next Big Thing" Is On</i> , EUROMEDIA, Jan. 2001
14.	Larry Gerbrandt, <i>Letter From America</i> , EUROMEDIA, Feb. 2001
15.	Larry Gerbrandt, <i>Letter From America: Fear and Loathing on Madison Avenue</i> , EUROMEDIA, Mar. 2001
16.	Larry Gerbrandt, <i>Letter From America: Studios Hold Tightly The Key To VOD Future</i> , EUROMEDIA, Apr. 2001
17.	Larry Gerbrandt, <i>Letter From America: The Siren Call Of Recurring Revenue Streams</i> , EUROMEDIA, May 2001
18.	Larry Gerbrandt, <i>Letter From America: Who Knew?: There Really Are More Yanks!</i> , EUROMEDIA, June 2001
19.	Larry Gerbrandt, <i>Letter From America: Can There Be Too Much TV?</i> , EUROMEDIA, July 2001
20.	Larry Gerbrandt, <i>Letter From America: The Fog Of War Likely To Linger Over Media Landscape Until Fall 2002</i> , EUROMEDIA, Nov. 2001
21.	Larry Gerbrandt, <i>Letter From America: Media Consolidation: Eat Or Be Eaten</i> , EUROMEDIA, Dec. 2001
22.	Larry Gerbrandt, <i>Letter From America: Repurposing: The Ultimate Sin Of Media Consolidation Or The Future Of TV?</i> , EUROMEDIA, Feb. 2002
23.	Larry Gerbrandt, <i>Letter From America: No More Crossownership Rules: Let The M&A Games Begin</i> , EUROMEDIA, Mar. 2002
24.	Larry Gerbrandt, <i>Letter From America: Oracles Are Never Wrong, Just Misinterpreted</i> , EUROMEDIA, Apr. 2002
25.	Larry Gerbrandt, <i>Letter From America: American Television's Dirty Little Secret</i> , EUROMEDIA, May 2002
26.	Larry Gerbrandt, <i>Letter From America: When The Going Gets Tough, The Depressed Go To The Movies</i> , EUROMEDIA, July 2002
27.	Larry Gerbrandt, <i>Letter From America: The New Media World Order</i> , EUROMEDIA, July 2004
28.	Larry Gerbrandt, <i>Letter From America: The Long Odds Of Television: Or Why Bob Iger May Owe His Promotion To Terri Hatcher</i> , EUROMEDIA, Apr. 2005
29.	Larry Gerbrandt, <i>Letter From America: U.S. Cable Operators: It's All About The Bundle</i> , EUROMEDIA, May 2005
30.	Larry Gerbrandt, <i>Letter From America: Satellite Radio: Can Everyone Win?</i> , EUROMEDIA, July 2005

31.	Larry Gerbrandt, <i>Letter From America: HDTV Launches Creating A Bandwidth Crisis</i> , EUROMEDIA, Apr. 2009
32.	Larry Gerbrandt, <i>US Watch: The 'Unsub' Spectre</i> , EUROMEDIA, Apr. 2009
33.	Larry Gerbrandt, <i>US Watch: The Future Will Be Revolutionary</i> , EUROMEDIA, Sept. 2009
34.	Larry Gerbrandt, <i>US Watch: There's More To 3D Than What You See</i> , EUROMEDIA, Jan. 2010
35.	Larry Gerbrandt, <i>US Watch: I want my 100 Mbps!</i> , EUROMEDIA, Apr. 2010
36.	Larry Gerbrandt, <i>Letter From America: The Search For The Über Box</i> , EUROMEDIA, May/June 2010
37.	Larry Gerbrandt, <i>Letter From America: TV Anywhere: Not So Fast</i> , EUROMEDIA, Sept./Oct. 2010
38.	Larry Gerbrandt, <i>Letter From America: Basic Cable: The Ultimate Recession Proof Industry?</i> , EUROMEDIA, Nov./Dec. 2010
39.	Larry Gerbrandt, <i>Letter From America: The Future Of Television – What Wasn't At CES</i> , EUROMEDIA, Jan./Feb. 2011
40.	Larry Gerbrandt, <i>Letter From America</i> , EUROMEDIA, July/Aug. 2011
41.	Larry Gerbrandt, <i>Letter From America: Satellite Radio: Can Everyone Win?</i> , EUROMEDIA
42.	Larry Gerbrandt, <i>US Watch: Can Technology Save Ad-Supported Publishing?</i> , EUROMEDIA
43.	Larry Gerbrandt, <i>US Watch: "I feel the need for speed,"</i> EUROMEDIA
44.	Larry Gerbrandt, <i>US Watch: Taking the Tablets</i> , EUROMEDIA
45.	Larry Gerbrandt, <i>US Watch: Programming Economics</i> , EUROMEDIA
46.	Larry Gerbrandt, <i>US Watch: Measure for Measure</i> , EUROMEDIA
47.	Larry Gerbrandt, <i>US Watch: Boxing Clever</i> , EUROMEDIA
48.	Larry Gerbrandt, <i>US Watch: Critical Mass</i> , EUROMEDIA
49.	Larry Gerbrandt, <i>US Watch: Beam me up, Scotty</i> , EUROMEDIA, FEBRUARY 2012
50.	Larry Gerbrandt, <i>US Watch: Is Interactive Television Dead?</i> , EUROMEDIA, May 2012
Nielsen	
51.	Larry Gerbrandt, <i>Economics of On-Demand Programming</i> , NIELSEN ENTERTAINMENT REPORTS, Dec. 2005
52.	Larry Gerbrandt, <i>Benchmarking the Digital Household 2005</i> , NIELSEN ENTERTAINMENT REPORTS, 2005
53.	Larry Gerbrandt, <i>The Modern Movie Experience</i> , NIELSEN ANALYTICS REPORT, June 2006
54.	Larry Gerbrandt & Somer Knowles, <i>Whatever, Whenever, Wherever: How Broadband is Redefining the Economics of Television</i> , NIELSEN ANALYTICS REPORT, Jan. 2007
Miscellaneous	
55.	Holly Leff-Pressman & Larry Gerbrandt, <i>Surviving the New-Media Jungle</i> , MULTICHANNEL NEWS, Dec. 18, 2006
56.	Larry Gerbrandt, <i>Over-the-top video in 2012: trends and technologies to watch</i> . GigaOM Pro, June 2012

EXTERNAL CONSULTING RELATIONSHIPS

ThomsonReuters Round Table Group
Gerson Lehman Group
Cornerstone Group
The Analysis Group

INDUSTRY CONFERENCES:

1996 CTAM PPV Conference, Orlando, FL--Keynote presentation
1997 CTAM PPV Conference, Atlanta, GA--Keynote presentation
1997 USC Entertainment Law Institute, Los Angeles, CA--Keynote presentation
1998 North American Broadcasters Association (NAMBA)--Panel presentation
1999 NATPE, New Orleans—Panel presentation
1999 CTAM Digital Conference, New Orleans—Keynote presentation

1999 Women In Cable National Leadership Conference, San Francisco—Programming 101 seminar
1999 Streaming Media West—Roundtable discussion
2000 CTAM Digital & PPV Conference—Los Angeles—Keynote presentation
2000 Streaming Media East—Panel presentation
2000 Yack Program Partners--Moderated panel
2000 TiVo Advertising Partners--Panelist
2000 Streaming Media West--Panelist
2001 Accenture Media & Entertainment Partners Conference--Keynote presentation
2001 Streaming Media West--Moderator
2001 NATIONAL ASSOCIATION BROADCASTERS—NEW MEDIA TRACK
2001 CTAM Pre-Western Show Panel—Moderator
2002 OSTA—Panelist
2003 Consumer Electronics Show—Panelist
2003 OSTA—Panelist
2004 DIGITAL HOLLYWOOD—MODERATOR
2004 Digital Media—Panelist
2004 BCFM—Moderator and Panelist
2004 adTech—Panelist
2004 Great States/Boxoffice Conference--Moderator
2005 NATPE—Moderator
2005 Digital Hollywood—Moderator
2005 Banff World TV Festival—Moderator/Panelist
2006 VON Conference—Moderator
2006 Digital Hollywood—Panelist
2006 Dow Jones VentureWire Consumer Technology Ventures
2007 Digital Hollywood—Panelist
2008 Digital Hollywood Spring—Host/Moderator
2008 Building Blocks—San Jose—Host/Moderator
2008 Digital Hollywood Fall—Host/Moderator
2008 Consumer Electronics Show—Digital Hollywood—Moderator
2009 Digital Hollywood Sprint—Host/Moderator
2009 Beverly Hills Bar Association--Panelist
2010 Consumer Electronics Show–Digital Hollywood—Las Vegas--Moderator
2010 Digital Hollywood Spring—Host/Moderator
2010 Broadcast Cable Financial Management—Nashville—Panelist
2010 Communications & Content World—New York—3D TV Keynote Session Moderator
2010 Digital Hollywood Fall—Host/Moderator
2011 Digital Hollywood Spring—Host/Moderator
2011 Digital Hollywood Fall—Host/Moderator
2011 Communications & Content World—New York—3D Session Moderator
2012 Digital Hollywood East Spring - Moderator
2012 Digital Hollywood West Spring – Host/Moderator
2012 Media Finance Focus – Las Vegas – Panelist
2012 Digital Hollywood West Fall – Host/Moderator
2013 Digital Hollywood West Spring – Host/Moderator
2013 Digital Hollywood West Fall– Host/Moderator
2014 Digital Hollywood West Spring—Moderator
2014 Digital Hollywood West Fall—Moderator
2015 Consumer Electronics Show—Digital Hollywood—Moderator
2015 Digital Hollywood West Spring—Moderator
2015 Digital Hollywood West Fall--Moderator

MCLE PRESENTATIONS:

Oct. 2004--Impact of Emerging Technologies on Entertainment Asset Values—Strook, Strook & Lavan
Jan. 2005—How To Value a Motion Picture Library—Akin Gump
Feb 2005—How To Value a Motion Picture & Television Library—Lord Bissell

ASSOCIATIONS:

Academy of Television Arts & Sciences, Member
National Association of Photoshop Professionals

PUBLICATIONS:

EUROMEDIA Magazine, Columnist, *US Watch*
The Hollywood Reporter, Columnist, *Media Math (2010)*

MEDIA:

National Public Radio:

Morning Edition

[Oprah's Network Sees 10 Straight Months Of Growth](#)

January 03, 2013 ... LARRY GERBRANDT: Their greatest success is in targeting 25-54 African-American women. SILVERMAN: Larry Gerbrandt ... By Lauren Silverman
<http://www.npr.org/2013/01/03/168509164/oprahs-network-sees-10-straight-months-of-growth>

Morning Edition

[Oprah Winfrey Network Still Finding Its Footing](#)

December 30, 2011 ... "And that simply hasn't happened," says Larry Gerbrandt, an analyst with Media Valuation Partners. "With the Oprah brand ... By Elizabeth Blair
<http://www.npr.org/2011/12/30/144440998/oprah-winfrey-network-still-finding-its-footing>

Morning Edition

[Jay Leno, NBC's Mr. Prime Time?](#)

December 10, 2008 ... But industry analyst Larry Gerbrandt says one thing won't remain the same. ... But Larry Gerbrandt points out that this experiment carries risk. ... By Kim Masters
<http://www.npr.org/templates/story/story.php?storyId=98068838>

Morning Edition

[Olympics Put NBC News In Difficult Position](#)

August 07, 2008 ... But long-time media industry analyst Larry Gerbrandt says the entire NBC network has a lot of money riding on these games. ... By David Folkenflik
<http://www.npr.org/templates/story/story.php?storyId=93364776>

Morning Edition

[Oh, The Void Oprah Leaves Behind](#)

May 24, 2011 ... Larry Gerbrandt, an analyst for Media Valuation Partners, says station managers are the ones "most directly on the line because they need to ... By Elizabeth Blair
<http://www.npr.org/2011/05/24/136589995/oh-the-void-oprah-leaves-behind>

All Things Considered

[The Man Behind The 'Tonight' Controversy](#)

January 15, 2010 ... It was all or nothing," says analyst Larry Gerbrandt of Media Valuation Partners. "Either all five nights worked, or they didn't." The gamble failed. ... By David Folkenflik
<http://www.npr.org/templates/story/story.php?storyId=122623150>

All Things Considered

[With New Show, Leno Stays At NBC](#)

December 09, 2008 ... attract new viewers as well. But long-time industry analyst Larry Gerbrandt says there's a risk. He remembers when ABC ... By Kim Masters
<http://www.npr.org/templates/story/story.php?storyId=98046311>

Interviewed on FNN, CNN, *Good Morning, America*

ABC Evening News, 4/24/97

ABC Evening News, 5/26/97

Pundits Panel, The Cable Channel, 1997/1998/1999/2000 Western Show and National Show

Silicon Spin show on ZDTV cable network, May 1999

PBS Frontline, 11/22/01

CNBC Europe, 1/25/05

ABC *World News Tonight*, 12/31/09

Extensively quoted in *Wall Street Journal*, *New York Times*, *The Los Angeles Times*, *The Atlanta Journal-Constitution*, *The Philadelphia Enquirer*, *The Denver Post*, *USA Today*, *Newsweek*, *Business Week Time Magazine*, *The Washington Post*, *Forbes*, *Crain's New York*, *Business Week*, *Daily Variety*, *Hollywood Reporter*, *Cable World*, *Electronic Media*, *Broadcasting & Cable*, *Multichannel News*, *Boxoffice Magazine*, *TV Guide*, *San Francisco Chronicle*, *San Jose Mercury News*, *Fortune Magazine*, *Sports Illustrated*.

AWARDS & EXHIBITIONS:

National Science Foundation Summer Fellowship, Clemson University, 1969

New York International Film Festival (various in 1979-81)

Underwater Photo Society (1993 & 1995 California Beach Dive Photo Competition)

Monterey County Fair 1994, 1995, 1996, 1997, 1998 Photography Exhibition (1996 & 1997 1st place awards, Best of Show in 1998)

Center For Photographic Art 1997, Center Awards, Exhibiting Artist

Featured in Polaroid's *Test* magazine in 1998 (developed a new technique for creating Polaroid transfers)

Center For Photographic Art 1999, Center Awards, Exhibiting Artist

MRCSD 2000 Division IIB Socko Team Champs (catcher)

Center For Photographic Art, 2014 Juried Exhibition, *Pullman Sunset*, online gallery selection

A portfolio of photographic images can be viewed at

<http://www.rarelightgallery.com/>

and

<http://flickr.com/photos/larrygerbrandt/>

Stock photography represented by Getty Images.