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MFM Educational Program News Update:

Media Financial Management Association and DEG: The Digital Entertainment Group team up to offer Entertainment Finance Conference

First-ever joint event for digital media industry scheduled for February 21 in Los Angeles

(Northfield, IL and Los Angeles, CA) - January 7, 2019 – The [Media Financial Management Association \(MFM\)](#) and [Digital Entertainment Group \(DEG\)](#) have joined forces to offer an [Entertainment Finance Conference \(EFC\)](#) on Thursday, February 25 at the Luxe Hotel in Los Angeles beginning at 11:00 a.m. The event is a lead in to DEG’s “**Next Up**” conference, which begins at 2:30 p.m. followed by a reception. Admission to both programs is complimentary for members of DEG and MFM.

“We are very pleased to partner with DEG on this event that caters to the needs of both our memberships,” said **Mary M. Collins**, president and CEO of MFM and its BCCA subsidiary, which serves as the media industry’s credit association. “In addition to providing an update on financial management issues such as artificial intelligence and the financial workforce of the future, this collaboration will allow MFM members to gain insights from DEG on new technologies that have the potential to revolutionize media management.”

“We are very excited to collaborate with MFM on this first of its kind conference for the entertainment media community.” said **Amy Jo Smith**, president & CEO of DEG. “The EFC program aligns perfectly with the goals of DEG’s Digital Finance & Accounting Committee, which strives to create standards and best practices that create economy, efficiency and improve digital reporting by standardizing reporting specifications.

Additional information about the DEG-MFM Entertainment Finance Conference may be found on MFM’s [website](#).

About MFM and BCCA:

Media Financial Management Association (MFM) is the premiere resource for financial professionals for media industry education, networking, and information sharing throughout the U.S. and Canada. More information about MFM is available on its Web site: <http://www.mediafinance.org> and via its updates on [Linkedin](#), [Facebook](#) and [Twitter](#). Its BCCA subsidiary serves as the media industry's credit association. BCCA's revenue management services encompass a variety of credit reports on national and local media advertisers and agencies, including Media Whys, a credit report for media businesses which offers a credit score based on industry-specific aging combined with trade data from Experian or D+B. More information about BCCA is available at <http://www.bccacredit.com> as well as its updates on [Linkedin](#), [Facebook](#) and [Twitter](#).

About DEG

DEG advocates and promotes entertainment platforms, products and distribution channels which support the movie, television, music, consumer electronics and IT industries. DEG membership is comprised of: BBC AMERICA, bitMAX, Cinedigm Entertainment, Cinelytic, Comcast Cable, comScore, DTS, Inc., Deloitte, Deluxe Digital, DirecTV, Dolby Laboratories, Ericsson, Eurofins Digital Media Services, Fandango, Giant Interactive, GfK Entertainment, GoChip, Google Play, The Great Courses, HBO Home Entertainment, IMAX, Intel, LG Electronics USA, Lionsgate Entertainment, MAI, Mediamorph, MGM, Microsoft, MovieLabs, MQA, Nielsen Entertainment, NPD Group, The Orchard, Panasonic, Paramount Home Media Distribution, PBS Distribution, Philips Electronics, Pioneer Onkyo, Pixelogic, Premiere Digital, Qobuz, Redbox, Samsung Electronics, Screen Engine/ASI, Sonopress, Sony DADC, Sony Electronics, Sony Music Entertainment, Technicolor, Twentieth Century Fox Home Entertainment, Universal Operations Group, Universal Pictures Home Entertainment, V2Solutions, Verizon Digital Media Services, Vubiquity, and Warner Bros. Home Entertainment.

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