

IFILM sold to VIACOM



- IFILM is one of the leading video-entertainment destinations on the Web, offering channels of movies, short films, TV clips, video-game trailers, music videos, action sports and its celebrated Viral Videos collection. IFILM.com delivers more than 30 million streams per month, making it one of the top ten streaming media sites in the world.
- Retained after receiving an LOI from a Private Equity group, and a request for exclusivity. Previously the company had contacted several potential acquirors on its own.
- Quickly reached out to a small number of potential strategic acquirors in an effort to determine if a higher valuation could be obtained. Solicited an offer within 72 hours significantly higher than the PEG, and IFILM's expectation.

A "win-win" situation:

- Strong relationship with key strategic players in the online media space enabled us to quickly reach out to buyers and extract a premium valuation for IFILM.