

 Industry

Digital Businesses, Creators and Platforms

Content creators and digital businesses with revenue from platforms, advertising, subscriptions and partnerships.

Revenue spread across platforms and intangibles that are hard to value: wealth that has to be found.

Digital businesses and creators earn revenue from platforms, advertising, subscriptions and partnerships, often through recent corporate structures and with scattered records. Separations, successions, partner exits and disputes with agencies require identifying revenue, valuing channels, brands and subscriber bases and tracing funds between accounts.

Common situations in this industry

Determination of platform, advertising and partnership revenue.

Valuation of a digital business and its intangible assets.

Tracing a creator's assets.

Equity interests in a division of assets or estate.

Accounting claims between creators, agencies and partners.

How SGEx works

Revenue by platform

Payments from each platform gathered and reconciled.

Intangibles valued

Channels, brands and subscriber bases valued with an explicit method.

Accounts traced

Funds followed across accounts and payment methods.

Digital revenue is rebuilt from platform reports and bank statements, not estimates.

What We Solve

Questions about digital businesses.

What does the creator actually earn?

Determination of platform, advertising and partnership revenue.

What is the channel or brand worth?

Valuation of digital businesses and intangibles.

Where are the funds?

Asset identification and tracing.

How should the stake be divided?

Equity interests in divisions of assets and estates.

Did the agency account for the funds?

Accounting claims between creators, agencies and partners.

Is the reported revenue complete?

Reconciliation between platforms and statements.

How We Approach It

Steps applied to this type of engagement.

1
Sources

Platform reports and bank statements.

2
Revenue

Gathering by source and period.

3
Assets

Valuation of intangibles.

4
Result

Assets and revenue documented.

What we examine: platform payment reports, partnership and talent agency agreements, bank and payment provider statements, accounting records and performance data with financial effect.

Deliverables: asset tracing report, valuation report, revenue determination, review of accounts rendered and technical opinion.

Related Topics

More on each topic at sgexpericias.com.br

Services

Accounting Expert Services
Business and Asset
Valuation
Forensic Accounting

Specialties

Family, Estates and
Succession

Areas of Law

Family, Estates and
Succession
Corporate and
Commercial
Civil and Contract Law

Industries

Media and Entertainment
Royalties and Copyright
Technology and
Telecommunications
Crypto and Digital Assets

SGEx at a Glance

Figures reported by SGEx, updated periodically.

400+

engagements completed

100+

court cases in progress

300+

clients served

200+

law firms served

500+

reports, expert reports and opinions delivered

BRL 100M+

in fraud and irregularities identified

Why Talk to SGEx

Expert Services, Disputes and Forensics.

Technical independence

SGEx does not provide legal advice or represent interests: it examines, calculates and demonstrates.

Multidisciplinary team

Accounting, economics, law, business administration, finance and engineering on the same engagement.

Forensic experience

Professionals with prior roles at FTI Consulting, PwC, BDO, Deloitte, KPMG and Mazars.

Traceable methodology

Explicit assumptions, calculation workpapers and conclusions that third parties can replicate.

Who Leads the Work

Asset valuation and family disputes.



Sidney Gomes
Founder and Managing Partner
of SGEx Group

Works on expert services in matrimonial and family disputes, determination of partnership interests and business valuation. Accountant, economist and attorney.



Fabricio Franco
Operations Coordinator and
Senior Expert, Disputes,
Investigations and Forensic
Services

Works on expert services in matrimonial and family disputes and on business and asset valuation. Accounting expert (CNPJ-CFC no. 8116).

Request an Assessment

Describe the digital business, the parties involved and the issue in dispute. SGEx handles every inquiry discreetly and will assess the scope before submitting any proposal.

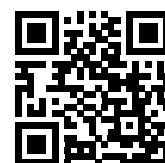
WhatsApp +55 11 96501-2034

contato@sgex.com.br

Phone +55 11 5081-3667

www.sgexpericias.com.br

Rua Vergueiro, 2556, 4th floor, Vila Mariana, São Paulo, SP, Brazil



Chat on WhatsApp