

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 12b-25  
NOTIFICATION OF LATE FILING

(Check one):  Form 10-K  Form 20-F  Form 11-K  Form 10-Q  
 Form N-SAR  Form N-CSR and Form 10-KSB  Form 10-D

For Period

Ended: June 30, 2007  
-----

Transition Report on Form 10-K  
 Transition Report on Form 20-F  
 Transition Report on Form 11-K  
 Transition Report on Form 10-Q  
 Transition Report on Form N-SAR For the Transition

Period Ended: -----

Read Instruction (on back page) Before Preparing Form. Please Print or Type.

Nothing in this form shall be construed to imply that the Commission has  
verified any information contained herein.  
-----

If the notification relates to a portion of the filing checked above, identify  
the Item(s) to which the notification relates:

PART I -- REGISTRANT INFORMATION

Mediavest, Inc.  
-----

Full Name of Registrant  
-----

Former Name if Applicable  
-----

2121 Avenue of the Stars, Suite 2550  
-----

Address of Principal Executive Office (Street and Number)

Los Angeles, CA 90067  
-----

City, State and Zip Code

PART II -- RULES 12b-25(b) AND (c)

If the subject report could not be filed without unreasonable effort or expense  
and the registrant seeks relief pursuant to Rule 12b-25(b), the following should  
be completed. (Check box if appropriate)

- (a) The reason described in reasonable detail in Part III of this form  
could not be eliminated without unreasonable effort or expense
- (b) The subject annual report, semi-annual report, transition report on  
Form 10-K, Form 20-F, Form 11-K, Form N-SAR or Form N-CSR, or  
portion thereof, will be filed on or before the fifteenth calendar  
day following the prescribed due date; or the subject quarterly  
 report or transition report on Form 10-Q or subject distribution  
report on Form 10-D, or portion thereof, will be filed on or before  
the fifth calendar day following the prescribed due date; and

- (c) The accountant's statement or other exhibit required by Rule 12b-25(c) has been attached if applicable.

PART III -- NARRATIVE

State below in reasonable detail the reasons why Forms 10-K, 20-F, 11-K, 10-Q, 10-D, N-SAR, N-CSR, or the transition report or portion thereof, could not be filed within the prescribed time period.

Mediavest, Inc. (the "Registrant") has encountered unanticipated delays in preparing its Form 10-QSB for the quarter ended June 30, 2007. These delays, which could not be eliminated by the Registrant without undue effort or expense, relate to its inability to complete the required financial statements for the quarter ended June 30, 2007 on a timely basis because of the resignation of its independent registered public accounting firm as a result of its business combination with another accounting firm.

(Attach extra Sheets if Needed)

SEC 1344 (05-06) Persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

PART IV -- OTHER INFORMATION

(1) Name and telephone number of person to contact in regard to this notification

-----	Jay A. Wolf	(310)	601-2500	-----
	(Name)	(Area Code)	(Telephone Number)	

(2) Have all other periodic reports required under Section 13 or 15(d) of the Securities Exchange Act of 1934 or Section 30 of the Investment Company Act of 1940 during the preceding 12 months or for such shorter period that the registrant was required to file such report(s) been filed? If answer is no, identify report(s).

Yes  No

(3) Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof?

Yes  No

If so, attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

MEDIAVEST, INC.

-----  
(Name of Registrant as Specified in Charter)

has caused this notification to be signed on its behalf by the undersigned hereunto duly authorized.

Date: August 15, 2007

By: /s/Jay A. Wolf

-----  
Jay A. Wolf  
Chief Operating Officer and Chief Financial  
Officer

INSTRUCTION: The form may be signed by an executive officer of the registrant or by any other duly authorized representative. The name and title of the person signing the form shall be typed or printed beneath the signature. If the statement is signed on behalf of the registrant by an authorized representative (other than an executive officer), evidence of the representative's authority to sign on behalf of the registrant shall be filed with the form.

ATTENTION

-----  
Intentional misstatements or omissions of fact constitute  
Federal Criminal Violations (See 18 U.S.C. 1001).  
-----