



Media, sport e intrattenimento

DLA Piper è l'unico studio legale che si è affermato quale scelta d'elezione dei soggetti operanti nel settore media, sport e intrattenimento alla ricerca del miglior partner, che li rappresenti e sia in grado di offrire un servizio al cliente di qualità superiore.

I nostri legali vantano una conoscenza approfondita dei processi che caratterizzano il settore media, sport e intrattenimento. Lo Studio si pone come un consulente di fiducia, con una competenza e una presenza diffusa che gli consentono di fornire i propri servizi in molte delle più importanti giurisdizioni. I nostri professionisti si contraddistinguono per l'approccio creativo, sensibile e orientato alla soluzione, garantendo ai clienti una vasta esperienza e una conoscenza approfondita del settore.

Lo Studio si avvale del miglior team internazionale di legali, che opera in Europa, USA, Medio Oriente, Africa, Asia Pacifico e Sud America, con una rete di competenza su scala globale.

DLA Piper è all'avanguardia nell'offerta di servizi di consulenza al settore media, sport e intrattenimento in materia di diritto societario, finanziamenti, prestiti e investimenti, produzione e acquisizione di diritti, sfruttamento dei diritti dei media, organizzazione e sfruttamento di eventi sportivi e di altra natura dal vivo, protezione e tutela della proprietà intellettuale, questioni amministrative e regolamentari, diritto antitrust e della concorrenza, sviluppo di stadi e campi da gioco e risoluzione delle controversie.

Offriamo consulenze a squadre sportive, club, franchisor, emittenti radiotelevisivi, studi pubblicitari, organismi pubblici nazionali e internazionali, detentori di diritti, agenzie e promotori, studi cinematografici, distributori, promotori di eventi, sponsor, investitori, banche e altre persone fisiche e giuridiche rilevanti.

Posizione nelle classifiche

I nostri legali figurano in tutti gli elenchi pubblicati da Chambers in Europa, Medio Oriente e USA. Nel 2013, DLA Piper si è classificato al 1° Livello per Media and Entertainment (Regno Unito), Technology, Media and Telecommunications (Emirati Arabi Uniti) e Sports (Londra), al 2° Livello per Sports Law (USA). Legal 500 ha classificato la practice Gaming and Betting (Londra) ai primi posti dell'elenco.

CONTATTI PRINCIPALI

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SERVIZI CORRELATI

- Litigation, Arbitration and Investigations
- Real Estate

Case study

- Consulente della Premier League in relazione a tutti gli aspetti della strategia di broadcasting e sui diritti dei media, incluso lo storico contenzioso sui decoder. Gli accordi sui diritti dei media a livello nazionale e internazionale della Premier League sono i più importanti dello sport mondiale al di fuori degli Stati Uniti e sono strutturati in modo innovativo per consentire lo sfruttamento su più piattaforme e con diverse tecnologie da parte dei licenziatari, offrendo al contempo un sofisticato sistema di protezione dalla minaccia della pirateria.
- Abbiamo rappresentato la San Francisco Forty Niners (49ers) nell'operazione di rifinanziamento, per un valore di 1,05 miliardi di dollari, della costruzione del Levi's Stadium di Santa Clara, California, cui hanno contribuito capitali di provenienza bancaria e da collocamenti privati, oltre che dalla National Football League. A marzo del 2012, abbiamo rappresentato i 49ers in relazione al prestito originale garantito multi-draw da 850 milioni di dollari per il finanziamento della costruzione del nuovo stadio. Tra i progetti seguiti si annovera inoltre la strutturazione iniziale dell'operazione, che si serve di un trust costituito nel Delaware che assume il ruolo di borrower dai mercati finanziari e di lender a favore di Forty Niners SC Stadium Company LLC (StadCo) per 400 milioni di dollari e nei confronti della Santa Clara Stadium Authority per 450 milioni di dollari. Il Levi's Stadium apparirà alla Santa Clara Stadium Authority e sarà concesso in locazione durante la stagione della NFL a StadCo che, a sua volta, lo concederà in sublocazione ai 49ers.
- Abbiamo rappresentato Al Jazeera Media Network, una delle più note società di media con oltre 20 canali di notizie, documentari e sport, durante l'acquisizione di Current Media, LLC, operatore della TV via cavo Current TV, con sede negli USA. Lo Studio assiste inoltre BeIN Sport, consociata di Al Jazeera Media Network, per il lancio negli USA, e presta consulenza in ambito di proprietà intellettuale, diritto societario, diritto tributario, assunzioni e gestione dei talenti a fronte dello sviluppo della rete con gli abbonati USA. DLA Piper continua a prestare consulenza ad Al Jazeera Media Network e a BeIN Sports in relazione a tutte le questioni di natura commerciale o legate al settore dei media e dello spettacolo, in veste di consulente esterno generale.
- Prestiamo servizi di consulenza anche a bwin.party Digital Entertainment in relazione all'innovativo accordo con Zynga, la più grande società mondiale nel settore del social gaming, finalizzato alla predisposizione di un'offerta per il mercato del Regno Unito. L'operazione ha implicato consulenze in relazione a complesse questioni di normativa commerciale e IP, e dimostra le notevoli competenze dello Studio nello spazio comune tra il gioco interattivo e il social gaming.
- Siamo stati consulenti di un importante studio cinematografico hollywoodiano in merito a un finanziamento strutturato multigiurisdizione da 400 milioni di dollari per una serie di oltre 10 pellicole, offrendo i nostri servizi per lo sviluppo di un veicolo complesso e moderno con implicazioni regolamentari, fiscali e di natura transnazionale, che prevedeva un rendimento per gli investitori in base ai risultati di box office dei film in questione.
- Lo Studio ha rappresentato l'Abu Dhabi United Group (ADUG) nell'acquisizione da 100 milioni di dollari di una nuova squadra di calcio, il New York City Football Club (NYCFC), che costituirà la ventesima espansione della Major League Soccer e inizierà a giocare nel 2015. L'ADUG, che possiede il Manchester City Football Club (MCFC), è il socio di maggioranza della nuova squadra. Anche i New York Yankees hanno investito nel club e avranno un ruolo attivo nella compagine proprietaria, soprattutto in relazione allo sviluppo di un nuovo stadio di calcio a New York.

TENERSI INFORMATI

Pubblicazioni

Who's that bot? California requires clear disclosure starting 7/1/2019

20 June 2019

A California law attempts to tackle the problem of automated online accounts that simulate conversation – and that are used to confuse or deceive.

EU Impact - Issue 4/2019

10 MAY 2019

With only two weeks left until the European elections of 23-26 May 2019, Europeans find themselves at the beginning of a months-long period of crucial transformations that are expected to significantly impact citizens and businesses in the medium-

and long term.

Mexico: Anti-money laundering rules / self-correction program

8 MAY 2019

Mexico's new rules aim to encourage non-compliant taxpayers to meet their reporting obligations.

No-deal Brexit: Impact on media, sport and entertainment

15 APR 2019

While a range of outcomes, including [a departure under the terms of the current Withdrawal Agreement](#), remains possible, it is important for businesses to plan for a no-deal Brexit, in which the UK leaves the EU without a withdrawal agreement or other deal. Here we look at the potential impact of a no-deal Brexit on media, sports and entertainment companies

EU Policy & Regulatory Alert - EU Publishes Artificial Intelligence Ethics Guidelines

12 APR 2019

On 8 April 2019, the EU's High-Level Expert Group ("AI HLEG") on Artificial Intelligence ("AI") published the much-anticipated "Ethics Guidelines for Trustworthy AI", setting out a horizontal framework for the development and deployment of ethical and robust AI systems across the EU

EU Impact - Issue 3/2019

29 MAR 2019

Monthly update on the latest EU policy and regulatory developments relevant for your sector

EU Policy & Regulatory Update - European Parliament Adopts EU Copyright Reform

28 MAR 2019

Following two and a half years of negotiations and unprecedented public attention, the European Parliament adopted the controversial EU copyright reform in its plenary session on 26 March 2019.

EU Policy & Regulatory Alert: EU Mechanism for Foreign Investment Screening to Enter into Force in April

21 MAR 2019

Today, on 21 March 2019, the new Regulation establishing a framework for the screening of foreign direct investments into the Union was published in the Official Journal of the European Union (EU).

Top of Mind: Litigation

20 MAR 2019

In this issue, our coverage of 10 big topics businesses have been thinking about this quarter.

EU Impact - Issue 2/2019

4 MAR 2019

Monthly update on the latest EU policy and regulatory developments relevant for your sector

Major Sporting Events - The Legal Requirements

13 FEB 2019

The world's major sporting events continue to grow when it comes to the number of countries, participants and visitors involved, as well as the money invested and revenues generated. These events also involve a broad spectrum of legal issues, and high-quality legal advice is of immense importance.

DOJ reverses its 2011 Opinion, concludes Wire Act prohibitions "sweep beyond sports gambling"

18 JAN 2019

An opinion that will have a significant effect on the Internet gaming and lottery industries.

DLA Piper Slovakia: Online gambling liberalisation

14 JAN 2019

Slovakia is planning to liberalize the online gambling market. The planned effectiveness of the proposed act is 1 March 2019.

Sport Now: DLA Piper's Media, Sport and Entertainment sector magazine

10 JAN 2019

We've collated articles from a wide variety of countries to provide you with an overview of what's pertinent in the sector in your country and to show how this compares to sector in other parts of the world.

The Music Modernization Act: stronger protections for artists and publishers

21 DEC 2018

The MMA revamps the Copyright Act in three major aspects.

Supreme Court Corner Q4 2018

20 DEC 2018

A trademark case concerning the Lanham Act's prohibition of "immoral" marks; a patent case asking whether the government is a "person" under the AIA.

DLA Piper grows Entertainment Finance and Transactions capabilities in Los Angeles

21 DEC 2018

DLA Piper recently welcomed seasoned entertainment and media attorneys Tom Ara and David Markman to the growing Los Angeles office and IPT group.

EU Policy & Regulatory Alert: New Regulation on Foreign Direct Investment Screening in the EU

22 NOV 2018

The European Union is moving fast towards establishing a joint regulatory and policy framework for Europeans to seize the opportunities provided by Artificial Intelligence (AI) and to reinforce Europe's competitiveness in this field.

Real Estate Gazette: Sports and Stadia

7 NOV 2018

[REAL ESTATE GAZETTE SERIES](#)

This issue highlights the various legal issues related to sports and stadium development.

Recent Landmark Case on Comparative Advertising in Hong Kong

12 OCT 2018

On 5 September 2018, the Hong Kong Court of First Instance handed down a significant win to Hong Kong Broadband Network Limited (HKBN) in dismissing a trade mark infringement claim brought against it by the PCCW-HKT group (PCCW). The case is the first decision the Hong Kong Court has made on section 21 of the Trade Mark Ordinance (Cap. 559) (TMO) and provided important guidance on the use of trademarks in the context of comparative advertising.

HKBN was represented by the legal team from DLA Piper Hong Kong led by May Ng, Partner, assisted by Queenie Chan, Associate.

Intellectual Property and Technology News (Asia Pacific) September 2018

27 SEP 2018

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

Intellectual Property and Technology News (Asia Pacific) is our annual publication designed to report on worldwide developments in intellectual property and technology law, offering perspectives, analysis and visionary ideas.

Copyright in esports: a top-heavy power structure, but is it legally sound?

27 SEP 2018

Central to the esports industry are novel intellectual property issues arising from the structure of the esports ecosystem.

Embedding content: uncertainty about the Copyright Statute undermines digital media

27 SEP 2018

Companies creating digital content have to more carefully weigh the potential risks of embedding copyrighted content into their sites.

Ben Mulcahy and Gina Reif Ilardi recognized in *Variety's 2018 Legal Impact Report*

27 SEP 2018

Benjamin Mulcahy and Gina Reif Ilardi have been recognized in the *2018 Variety Legal Impact Report*.

eSignature and ePayment News and Trends

14 SEP 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, remote notarization – US state requirements, plus blockchain, the new stablecoin, the validity of esignatures, and more.

Online gaming and gambling are changing

28 JUN 2018

Two recent federal court decisions have disrupted the online and mobile gaming and gambling industry in the United States. Shifts are taking place in other jurisdictions as well.

SCOTUS declares PASPA unconstitutional; states are free to legalize sports betting

14 MAY 2018

The decision paves the way for each of our states and territories to legalize, tax, regulate and even participate themselves in the multibillion-dollar sports gambling industry.

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10 MAY 2018

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50+1 rule in German football: who owns football?

26 MAR 2018

For decades investors have been interested in German football. However, on 22 March 2018 the German Football League (DFL) voted in favour of generally retaining the 50+1 Rule.

Global Media Sector Trends 2018

6 MAR 2018

DLA Piper's new Global Media Sector Trends 2018 report explores how new commercial opportunities are being created by disruption, specifically in relation to the rise of over-the-top (OTT) content, virtual / augmented reality (VR/AR) and the internet-of-things (IOT).

Regulatory challenges for electronic communications operators offering IoT connectivity services

24 JAN 2018

A booming market with rising demand for connectivity and capacity.

Chance & challenge

12 DEC 2017

China's outbound investment in football

Proposed additional restrictions on gambling

12 DEC 2017

During broadcast (including online platforms) in Australia

Sport Now: DLA Piper's Media, Sport and Entertainment sector magazine

12 DEC 2017

Welcome to our inaugural edition of Sport Now, our new Sports magazine that will keep you up-to-date with what's happening in the sector around the world.

Foul play by illegal state aid?

12 DEC 2017

A sword of Damocles: public financing of professional sports

Ticketing lawsuits point to further turmoil in the US

12 DEC 2017

Recent years have seen a number of lawsuits concerning clubs and ticketing policies

Data and sporting integrity - the key issues to consider

7 DEC 2017

The use of data for betting integrity is important to sports bodies, betting companies who rely on the integrity of sport to maintain trust in their own products and minimise losses through fraud, and increasingly (as the process of opening up gambling markets has continued across Europe and beyond), government regulators.

Intellectual Property and Technology News (Asia Pacific) December 2017

7 DEC 2017

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

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Jamie Ryder joins Dubai Eye's Business Breakfast to discuss the Mayweather vs McGregor boxing bout

25 AUG 2017

Jamie Ryder, a Legal Director in our Dubai office, joined Brandy Scott and Malcolm Taylor in the Dubai Eye Studio for a lively discussion on the facts, figures and legal issues surrounding the big Mayweather McGregor fight on Sunday.

Intellectual Property and Technology News (Asia Pacific) June 2017

28 JUN 2017

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New guidance for lawyers advising clients on human rights risks

19 JUL 2017

On 17 July 2017, the International Bar Association Legal Policy and Research Unit (LPRU) released a *Handbook for Lawyers on Business and Human Rights* to provide guidance for business lawyers and their corporate clients on how to address human rights risks in corporate and commercial transactions.

Tax incentives in Puerto Rico: a quick introduction

13 JUN 2017

Puerto Rico offers a spectrum of economic incentives aiming to promote many key industries. This handbook offers a quick look at ten of the most significant of these incentives.

Law à la Mode

1 MAY 2012

[LAW À LA MODE SERIES](#)

Law à la Mode

1 MAR 2012

[LAW À LA MODE SERIES](#)

Law à la Mode

1 DEC 2011

[LAW À LA MODE SERIES](#)

UK: The real risk of cyber attack

1 AUG 2011

EVENTI

Precedente

TopCo liability panel

25 JUN 2019

London

Corporate Joint Ventures in the Media, Sport And Entertainment Sector

17 JAN 2019

Webinar

Football Club Financing

29 NOV 2018

Webinar

The Impact of the Trade Secrets Directive on the Media, Sport & Entertainment industry

18 OCT 2018
Webinar

Global Media Trends Insight Webinar 2018

25 APR 2018
Webinar

NEWS

DLA Piper advises Dutch GP team on successful FIA Formula One race bid

17 MAY 2019

DLA Piper has advised the Dutch Grand Prix team on its arrangements with Formula One to host a round of the FIA Formula One World Championship at the Circuit Park Zandvoort, close to Amsterdam.

DLA Piper announces partnership promotions for 2019

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.

DLA Piper advises on £255 million takeover of Manx Telecom

14 MAR 2019

DLA Piper is advising AIM listed telecommunications provider, Manx Telecom plc, on its proposed takeover by Kelion Bidco for a total cash consideration of approximately £255.9 million.

DLA Piper advises Ocean Outdoor on €51m acquisitions of Dutch groups Interbest and Ngage Media

13 MAR 2019

DLA Piper has advised digital advertising firm Ocean Outdoor on its approximately €51 million (£43.5 million) acquisitions of Interbest (Interbest) and Ngage Media (Ngage), two leading digital out-of-home (DOOH) companies operating across the Netherlands.

DLA Piper announces partnership promotions for 2018

3 APR 2018

DLA Piper is proud to announce that 62 lawyers have been promoted to its partnership. The promotions are effective as of 1 April 2018 in the United States and 1 May 2018 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 42 different offices throughout 20 countries.

All eyes on OTT content in 2018 – DLA Piper report

6 MAR 2018

Over the top (OTT) content is emerging as the main growth area for media companies, according to a new report – 'Global Media Sector Trends 2018' – by global law firm, DLA Piper.

DLA Piper advises Goldman Sachs on the media and team financing of FC Inter Milan

4 JAN 2018

DLA Piper has advised Goldman Sachs International in respect of the refinancing of Football Club Internazionale Milano's media and team secured debt arrangements by way of a €300 million senior secured public note issuance.

DLA Piper again honored as Law Firm of the Year in three categories at Juve Awards

27 OCT 2017

At yesterday's presentation of the JUVE Awards in the Alte Oper in Frankfurt am Main, DLA Piper celebrated winning the Law Firm of the Year award in the categories *Media and Technology*, *Trademarks and Unfair Competition*, and *Media*. In addition, DLA Piper was also shortlisted for Law Firm of the Year in the categories *Private Equity & Venture Capital* and *Intellectual Property*. Last year, the firm won three awards in the categories *Distribution/ Trade and Logistics*, *Insurance* and *Company Succession and Trusts*.

eSports

The eSports economy is expanding, with forecasts that by 2020 it will be in the billions of dollars. Growth is expected in all categories: media rights, advertising, sponsorship, merchandise, tickets and game publishing fees.

With those predictions in mind, DLA Piper has formed an eSports Team to advise on all facets of the industry. We provide a full range of business legal services to many of the world's major stakeholders in the global intersection of sports, media and entertainment. Among our clients are sports leagues, bodies and teams; media and entertainment companies; organizers of world events; corporate sponsors, financiers, developers and investors; and other commercial parties.

They come to us for advice on broadcast and media rights sales; IP protection and licensing; mergers and acquisitions; disputes and controversies; development of and compliance with international and domestic regulations; development and financing of stadiums and arenas; and other finance and transactional matters.