



Media, Sport and Entertainment

One legal practice has emerged as a preferred choice among parties involved in the media, sports and entertainment sectors who demand superior representation and client service.

DLA Piper understands the way the media, sport and entertainment industries work. We are trusted legal advisors, with the experience and reach to advise in any major jurisdiction. Our clients benefit from our deep industry knowledge and experience, and from our creative, solution-oriented and responsive approach.

We have a market-leading international team of media, sport and entertainment lawyers throughout the Americas, Asia Pacific, Europe, Africa and the Middle East. We offer the benefits of a global business law firm, with a network of experience extending across the world.

DLA Piper is at the forefront of advising the media, sport and entertainment industries on finance, borrowing, investment and corporate issues, production and rights acquisitions, exploiting media rights, staging and exploiting live sports and other events, intellectual property protection and enforcement, regulatory and administrative issues, antitrust and competition law, stadium and arena development and on the resolution of disputes.

We advise leagues, clubs, franchise owners, broadcasters, advertisers, international and national governing bodies, rights holders, agencies and promoters, studios, distributors, event promoters, sponsors, investors, banks and other leading corporations and individuals. Our lawyers are also well positioned to provide a full range of business legal services to the emerging esports industry.

Our team is regularly recognized as a leading legal team and recent highlights include:

- Band 1 in Media (*Chambers Europe 2017*)
- Tier 1 in Sport and Media & Entertainment (*Legal 500 UK 2016*)
- Band 2 in Sports Law: Nationwide (*Chambers USA 2017*)
- Band 2 in TMT (*Chambers Global 2017*)
- Band 2 in Sport (*Legal 500 US 2016*)
- Band 1 in TMT (*Chambers UAE 2017*)
- Entertainment Law Firm of the Year (*Who's Who Legal 2015*)

Recent experience

КЛЮЧОВІ КОНТАКТИ

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ВІДПОВІДНІ ПОСЛУГИ

- Finance
- Intellectual Property and Technology
- Litigation, Arbitration and Investigations
- Real Estate

- Premier League with its broadcasting and media rights activities
- A.S. Roma and its affiliates with the construction, planning, real estate and corporate matters for the new Stadio della Roma and related mixed-use development
- Los Angeles Chargers in connection with their relocation from San Diego to Los Angeles
- NBA China regarding its complex matters, including responding to a shifting audio-visual regulatory landscape (primary re: the European Digital Single Market), virtual advertising issues and a wide variety of other commercial arrangements
- Qatar's Supreme Committee for Delivery & Legacy on partnership arrangements for the development of a stadium and tournament infrastructure and the legacy redevelopment of one of the 2022 Football World Cup tournament sites
- Vice Media on the creation of 'VICELAND', a series of linear television channels
- Los Angeles Football Club in connection with corporate, tax, finance, employment and commercial matters relating to its run up to its first MLS match and new stadium
- Dentsu Aegis, the world's leading, focused media and digital communications group, with various transactions
- Discovery on its pan-European acquisition of rights to the Summer and Winter Olympic Games for 2018-2024. US and international sporting organisations on trademark, athlete rights of publicity, and ticket resale issues relating to the Olympic Games
- Australian Football League on the landmark acquisition of Melbourne's Etihad Stadium
- Lenders' counsel in connection with a new stadium for Raiders Las Vegas
- Lenders' counsel in connection with a new stadium for Tottenham Hotspur
- Germany's leading broadcasters in connection with important regulatory issues, including advertising regulation on product placement or insertion of adverts, license obligations to carry third parties and the protection of minors

Sustainability and ESG

The Media, Sport and Entertainment (**MSE**) sector is diverse facing an equally diverse spectrum of sustainability and environmental, social, and corporate governance (ESG) challenges. Key sustainability issues across the sector include data privacy, diversity and inclusion, equality, anti-discrimination, competition, and fraud and corruption. Social and governance issues dominate the sector, although environmental issues draw increasing concern for businesses in sport and entertainment with high energy use and waste and exposure to the changing climate.

Having advised a range of MSE clients, from the world's largest football league to leading global media outlets, leading advertising agencies and major Hollywood studios, we understand the sector is complex and multi-faceted, operating across multiple jurisdictions and responding to a diverse set of stakeholders. We have seen that businesses which respond to sustainability issues in a reactive and isolated manner stand to lose their market position, profit, access to capital and brand value. Businesses cannot assume that tackling one ESG issue well (such as a sexual harassment claim) is the end of the sustainability story.

Our MSE Sustainability and ESG team takes a unique, holistic approach to navigating these complexities. We build on our experience advising businesses on issues such as intellectual property protection, finance and corporate governance, regulatory compliance, media rights, antitrust and competition law, and disputes and crisis management. Our team combines this in-depth legal experience across the sector with wider expertise on cross-cutting ESG issues to offer our clients holistic advice wherever they are in their responsibility journey – whether developing a sustainability strategy or managing disputes and crises.

As much as risks and challenges, there are also opportunities for those companies who are adopters and leaders in the transition to a sustainable future. Our team strives to work with our you to manage the risks and harness the opportunities in this transition.

MEDIA, BROADCASTING AND FILM

Media, broadcasting and film companies face systemic risks associated with customer engagement, data security and the right to privacy. Content regulation has moved beyond mere compliance; consumers have become social media activists and companies are judged for media bias, prejudice and discriminatory content. For example, film and content companies are exposed to key person risk and vulnerable to social controversies, such as #metoo, leading to program changes and cancellations. While social factors are predominant, there are also environmental pressures on film studios and broadcasters to limit emissions and ensure sustainable energy use, energy efficiency and waste management in high-budget productions.

PUBLISHING

For the publishing industry, the changing nature of its relationship with the consumer in the digital era has uncovered new sustainability challenges. Companies need to respond to customer concerns, particularly on data privacy and security, as well as regulator concerns on anti-competitive practices and content regulation. As above, compliance is often not enough to meet stakeholder expectations, for example, as social movements raise pressure on publishers to be accountable for content.

ADVERTISING

The shift to a greater emphasis on sustainability and ESG issues is particularly noticeable in the advertising sector, where brands are increasingly making claims about their products' sustainable credentials, and are also taking greater account of ethical issues in ad placement. Given the increased importance of sustainability issues to consumers, advertising regulators are similarly focussing increasingly on such matters. So compliance with advertising regulation around issues such as environmental ad claims, charity partnerships, and social cause-linked marketing campaigns is more important than ever before, for both advertisers and agencies.

SPORTS TEAMS AND FRANCHISES

For the sports governance sector, the pressure to transition to a sustainable model comes from the growing number of investors with responsible investment standards as well as the broad base of consumers and fans. The focus in sports has been on the social aspects of ESG, including anti-discrimination, equality and diversity and inclusion, and the governance aspects, such as fraud and corruption. Sports teams and franchises that have failed to meet stakeholder expectations, for example, on Black Lives Matter or sexual harassment policies, have faced a social and investor backlash. Those teams with home stadiums are also being held accountable on environmental performance, including emissions, energy efficiency and waste management.

WORLD EVENTS

World events depend on a range of sustainability considerations, from understanding local laws and regulation of emissions, energy use and waste management to supply chain management, labour rights, and jurisdictional risks in the host country. With the COVID-19 pandemic in 2020, we have seen how large-scale events can be particularly vulnerable to social and environmental factors, as a highly infectious disease caused mass event cancellations. Planning for events such as international sport competitions will continue to be challenging in the 'new normal', for example, as climate change causes more unpredictable and extreme weather and limits access to natural resources.

To discuss these issues in more detail please get in touch with our sustainability leaders.