



媒体、体育和娱乐

对需要优质法律服务代理以及寻求卓越客户服务的媒体、体育和娱乐行业的各方而言，欧华律师事务所已经成为他们的首选。

我们的律师了解媒体、体育和娱乐行业的工作方式。我们拥有经验以及在任何主要司法管辖区提供法律咨询的服务网络，是值得信赖的法律顾问。我们具有深厚的行业知识和经验，并通过创造性的解决方案，积极响应客户的需求，令客户充分受益。

我们拥有业内顶尖的国际律师团队，办事处遍布欧洲、美国、中东、非洲、亚太和南美洲。作为一家全球商业律师事务所，我们的代理业务网络遍布世界各地。

欧华律师事务所长期居业内领先地位，可在以下方面为媒体、体育和娱乐行业提供建议：融资、借贷、投资和公司事务、制作和产权收购、媒体权利运用、体育赛事直播及其他活动的举办和转播、知识产权保护 and 执行、监管和行政问题、反垄断和竞争法、体育场和赛场建设和争议解决。

我们向以下各方提供建议：联赛球队、俱乐部、特许经营业主、广播电台、广告商、国际和国内管理机构、持权人、代理机构和筹办人、电影公司、分销商、承办方、赞助商、投资者、银行和其它知名企业及个人。

排名

我们的律师在欧洲、中东和美国入选Chambers律师名录。2013年，我们在媒体和娱乐类别（英国）、技术、媒体和电信类别（阿拉伯联合酋长国）和体育类别（伦敦）入选一级事务所，在体育法类别（美国）入选二级事务所。此外，我们入选了法律500强博彩类别（伦敦）一级事务所。

代表性案例

- 向英超联赛就广播和媒体权利战略及其重要的解码卡诉讼各方面提供法律建议。英超联赛的国内和国际媒体权利交易是美国境外世界体育赛事的单笔最大交易，我们建立了创新的交易结构，允许转播商在获得转播许可后进行跨平台、技术中立的转播，同时，针对盗版威胁提供复杂的版权保护。
- 代表旧金山四十九人队（49人队），以10.5亿美元的价格为加利福尼亚圣克拉拉的李维斯体育场建设进行了再融资，募集了银行和私人配售市场以及美国国家橄榄球联盟的资金。2012年3月，我们代理49人队为新体育场的建设进行了8.5亿美元原始优先担保分期贷款融资。我们还帮助球队建立了最初的交易结构，利用一个特拉华州法定信托作为资本市场的借款人，Forty Niners SC Stadium Company LLC (StadCo)和圣克拉拉体育场管理局作为放款人，分别出资4亿美元和4.5亿美元。圣克拉拉体育场管理局拥有李维斯体育场的所有权，在美国国家橄榄球联盟赛季期间将体育场租赁给StadCo，由StadCo转租给49人队。
- 代表半岛电视台媒体网络收购了Current Media, LLC。半岛电视台是一家知名媒体公司，拥有涵盖新闻、纪录片和体育等20多个频道。

主要联系人

Peter C. White

合伙人

纽约

电话:+1 212 335 4555

Nick Fitzpatrick

合伙人

伦敦

电话:+44 (0)20 7796

6046

相关服务

- 金融
- 知识产权与技术
- 诉讼、仲裁和调查
- 房地产

Current Media, LLC是美国有线电视网络Current TV的运营商。我们还就BeIN体育频道在美国的播放提供法律咨询服务。BeIN Sport隶属于半岛电视台媒体网络，随着该媒体网络美国用户的增长，我们就其知识产权、公司事务、税收和人才/劳务聘用提供法律建议。欧华律师事务所目前继续就媒体、娱乐和商业需求，向半岛电视台媒体网络和BeIN体育频道提供法律建议，并担任其外部法律顾问。

- 向bwin.party Digital Entertainment提供法律建议，推动其与Zynga达成突破性的协议，共同在英国上市。Zynga是世界上最大的社交游戏公司。这项协议涉及复杂的商业监管和知识产权的专业知识，展现了我们在互动博彩和社交游戏快速渗透的领域中具备的实力。
- 向一家好莱坞主流电影公司提供法律建议，推动其为10部电影进行了价值4亿美元的跨司法管辖区结构化融资。我们帮助该公司建立了复杂和尖端的结构安排，涉及监管、税收和众多跨境问题。该融资结构按有关电影的票房表现，为投资者带来回报。
- 代理Abu Dhabi United Group (ADUG)以1亿美元的价格收购了纽约市足球俱乐部(NYCFC)。该俱乐部是一支新球队，是美国职业足球大联盟第20支扩编俱乐部，将在2015年参与联赛。拥有曼城足球俱乐部的ADUG，是新俱乐部的大股东。纽约洋基队也对俱乐部进行了投资，并将成为俱乐部管理团队的活跃成员，特别是在纽约一个新体育场的建设方面。

见解与洞察

著作发表

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.

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 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.

March 2019 - Key issues in brand cross-licensing in China

20 MAR 2019

In recent years, Chinese brands have been increasingly gaining global recognition, especially in the technology, ecommerce, and consumer goods sectors. In this context, an increased number of foreign businesses are considering branded partnerships with a Chinese counterparty as a way of operating in China (e.g., co-branded joint venture). In recent years, Chinese brands have been increasingly gaining global recognition, especially in the technology, ecommerce, and consumer goods sectors. In this context, an increased number of foreign businesses are considering branded partnerships with a Chinese counterparty as a way of operating in China (e.g., co-branded joint venture).

Top of Mind: Litigation

20 MAR 2019

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

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.

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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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](#)

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

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.

China introduces new rules to "purify" online video content

10 AUG 2017

New rules have increased the control of the Chinese government over online video hosting platforms as the Chinese authorities look to "purify" Internet content in China.

Intellectual Property and Technology News (Asia Pacific) June 2017

28 JUN 2017

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)

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

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

20 SEP 2012

[LAW À LA MODE SERIES](#)

This issue of Law à la Mode is brought to you by our German editorial team, in the midst of a month in which fashion capitals around the globe are enjoying Fashion Week S/S 2013.

Law à la Mode

1 MAY 2012

[LAW À LA MODE SERIES](#)

UK: The real risk of cyber attack

1 AUG 2011

[会议与演讲](#)

[即将举行](#)

TopCo liability panel

25 JUN 2019

London

[近期举行](#)

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

新闻

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 Ping An on investment exit from Bigo

11 MAR 2019

DLA Piper represented Ping An on its successful exit from its investment in Bigo Inc. (Bigo) in a buyout by NASDAQ listed YY Inc. (YY).

DLA Piper advised AFL on landmark AU\$225M Etihad Stadium redevelopment deal

23 APR 2018

DLA Piper advised the AFL (Australian Football League) on its historic AU\$225 million deal with the State of Victoria to redevelop Etihad Stadium and the surrounding Docklands precinct, with an extended 40-year commitment to host the AFL Grand Finals.

DLA Piper advises Catapult on AU\$25M institutional placement

4 APRIL 2018

DLA Piper has advised elite sports technology company Catapult Group International Limited (ASX:CAT) on its successful AU\$25 million institutional placement to fund its growth strategy.

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 SMG on management of Shenzhen World Exhibition & Convention Center in China

12 OCT 2017

DLA Piper has advised SMG Group on an agreement to manage one of the world's largest convention and exhibition centers, the Shenzhen World Exhibition & Convention Center.

DLA Piper appoints James Chang as Corporate partner in Beijing

1 AUG 2017

Major sporting events and human rights: Where are we now?

19 JUN 2017

A report prepared by DLA Piper for the Mega-Sporting Events Platform for Human Rights, has highlighted the importance for sports governing bodies of identifying human rights risks in candidate cities for major sporting events.

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.