



Media, Sport, Gaming and Entertainment

DLA Piper's team has emerged as a top choice for those involved in the media, sport, gaming and entertainment industries—industries which demand the very best representation and expect superior client service.

Our lawyers understand the way the media, sport, gaming and entertainment industries work. We are trusted key 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 lawyers throughout Africa, Asia Pacific, Europe, the Middle East and North America. 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 sports, media and entertainment industries on finance, investment and corporate issues, production and rights acquisition, the exploitation of media rights, the staging and exploitation of live sports and other events, intellectual property protection and enforcement, regulatory and administrative issues, antitrust and competition law, theme park and stadium and arena development and management, and the resolution of disputes.

We advise film studios and producers, distributors, broadcasters, promoters, advertisers, rights holders, leagues, clubs, franchise owners, international and national governing bodies and agencies, event promoters, sponsors, investors, banks and other leading corporations and individuals. We also provide a coordinated hub for advising the leading gaming operators and suppliers in the gaming sector in respect to the myriad of local laws and regulation pertaining to the activities.

Our extensive experience covers:

- Advertising and marketing
- Audio-visual piracy
- Broadcasting/television
- Computer games
- Digital media
- Film
- Finance
- Gambling

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RELATED SERVICES

- Corporate
- Data Protection, Privacy and Security
- Patent Litigation
- Trademark and Copyright

RELATED SECTORS

- Hospitality and Leisure
- Media, Sport and Entertainment
- Technology

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- International sports federations
- Live events
- Media
- Music
- Olympic and world-level events
- Publishing
- Sponsorship, licensing and merchandising
- Sports data
- Sports media rights
- Stadium development
- Theme park development and management

EXPERIENCE

- Advising the Premier League on all aspects of its broadcasting and media rights strategy and its landmark decoder card litigation. The Premier League's domestic and international media rights deals are the largest in world sport outside the United States and are innovatively structured to allow cross-platform, technology neutral exploitation by licensees while providing sophisticated protections against the threat of piracy.
- Representing Al Jazeera Media Network, a leading media company with more than 20 channels covering news, documentary and sports, in its acquisition of Current Media, LLC, operator of US-based cable network Current TV. Also counselling BeIN Sport, an affiliate of Al Jazeera Media Network, in connection with its US launch and providing intellectual property, corporate, tax, talent/employment advice as the network grows its US subscribership. DLA Piper continues to counsel Al Jazeera Media Network and BeIN Sports with its ongoing media, entertainment and business needs and acts as general outside counsel.
- Advise many of the world's leading gambling operators and suppliers regularly. We provide advice to the sector across a variety of practice groups, including commercial, IP, tax and, of course, gambling regulatory matters. With respect to regulatory understanding, DLA Piper is the only global law firm with genuine experience across all the major regulated markets.
- Advising a major Hollywood studio on a US \$400 million, multi-jurisdictional, structured financing for a slate of more than 10 films. We assisted with the development of the complex and cutting edge structure which involved regulatory, tax and numerous cross-border issues. The structure provided a return to investors based on the box office performance of the films in question.

INSIGHTS

Publications

With great influence comes great responsibility: potential liabilities in the growing influencer marketplace

30 Sep 2019

What responsibility, if any, falls on the influencer for social media product endorsements?

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

6 September 2019

Welcome to the September 2019 edition of Sport Now, DLA Piper's global magazine focusing on all sports related matters in the legal world. We hope you enjoy reading about the latest developments across the sector. Contact us or any of the authors, in

case of any queries.

US Trade Representative publishes fourth list of Chinese products subject to Section 301 tariffs

19 August 2019

Yet more Chinese products will be subject to an additional 10 percent tariff.

Supreme Court Corner

24 July 2019

The Court clarifies a circuit split over copyright in *Fourth Estate* and, in *Mission Product Holdings*, says a licensee's rights survive the licensor's bankruptcy.

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.

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.

Top of Mind: Litigation

20 MAR 2019

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

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.

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.

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.

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.

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

10 MAY 2018

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.

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).

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

Celebrity endorsements on social media: 7 tips for navigating the right of publicity

26 JUN 2014

How far can you leverage the names and images of celebrities when promoting your brand online?

UK: The real risk of cyber attack

1 AUG 2011

NEWS

DLA Piper to advise ITW Global Leaders' Forum on blockchain-based telecoms platform

2 July 2019

DLA Piper has been appointed to advise the ITW (International Telecoms Week) Global Leaders' Forum (GLF) on the launch of a special purpose vehicle that will develop a live, blockchain-based platform.

DLA Piper announces launch of Artificial Intelligence practice

14 MAY 2019

DLA Piper announced today the launch of its Artificial Intelligence practice, which will focus on assisting companies as they navigate the legal landscape of emerging and disruptive technologies, while helping them understand the legal and compliance risks arising from the creation and deployment of AI systems.

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 hosts leading business and diplomacy conference

14 MAR 2019

DLA Piper's London office has hosted the Annual Conference of the International Diplomatic and Business Exchange (IBDE).

DLA Piper announces launch of Blockchain and Digital Assets practice

26 FEB 2019

DLA Piper announced today the launch of its Blockchain and Digital Assets practice, which will offer strategic advice on a global basis to address the needs of companies implementing blockchain technology solutions and creating and deploying digital assets.

DLA Piper joins Governing Council for Hedera Hashgraph

20 FEB 2019

DLA Piper has joined the initial group of Governing Council members for Hedera Hashgraph, a next-generation public ledger designed to have highly diversified governance and the most distributed consensus at scale. The announcement was made at Hedera Hashgraph's first annual summit in Seoul, Korea.

As part of the council, DLA Piper will help oversee changes to the software run by millions of Hedera distributed nodes over time. The governing council has been established to ensure stability and guaranteed continued decentralization to the Hedera Hashgraph distributed public ledger.

DLA Piper bolsters Data Protection practice

4 FEB 2019

DLA Piper in Germany has hired Intellectual Property & Technology of counsel Prof Dr Jürgen Taeger, who joined the firm's Cologne office with effect from 1 February 2019.

DLA Piper wins Legal Adviser of the Year and recognized as UK Top Performer 2018 by Global Sourcing Association

25 MAY 2018

DLA Piper's Global Co-Head of Technology Sector, Kit Burden, was last night named Legal Adviser of the Year at the Global Sourcing Association (GSA) UK Top Performers and Professional Awards, held at the Hilton Manchester Deansgate

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.

Businesses still not fully aware of Data Protection issues

31 JAN 2018

DLA Piper has released its second Data Privacy Snapshot report, finding that once again, company global privacy programs have gaps in meeting increasingly demanding global privacy principles. Significantly, it appears that many companies are falling short of data protection obligations under the General Data Protection Regulation (GDPR), which will start to apply from 25 May 2018.

DLA Piper names new global and US co-chairs for Intellectual Property and Technology practice

8 JAN 2018

DLA Piper has named Frank Ryan co-chair of the firm's global Intellectual Property and Technology practice and Ann Ford co-chair of its US IPT practice, both effective January 1.
