



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

- Media, Sport and Entertainment
- Technology

- Gaming
- 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

Is the state lottery the new online casino?

September 2021

A turf war may be smoldering between state lotteries and the private-sector casino industry.

Canada legalises single event sports betting, and Ontario is all in

16 August 2021

Global gaming revenue is expected to reach US\$525 billion by 2023. Online gaming and betting activities represent a significant portion of this revenue at an estimated market size of \$66.72 billion USD in 2020. Canadians have shown an incredible appetite for iGaming, despite the fact that regulatory roadblocks to private businesses looking to enter the iGaming industry in Canada

leave Canadians with limited options.

This article discusses Bill C-218, *An Act to amend the Criminal Code (sports betting)*, which will come into force on August 27, 2021. While C-218 signals the legalisation of single sports betting in Canada is a significant step towards the liberalization of Canada's legal framework applicable to gaming, its impact on private businesses may be limited until provinces and the federal government solidify and clarify their approach to iGaming.

State Treaty on Gambling 2021

10 May 2021

On 1 July 2021, the new State Treaty on Gambling 2021 (*Glücksspielstaatsvertrag 2021 – GlüStV 2021*) will come into force, bringing with it far-reaching changes and possibilities. In addition, the legislator is working on an amendment to the Race Betting and Lotteries Act (*Rennwett- und Lotteriegesez – RennwLottG*) to adapt taxation to the new gambling regulation.

Blockchain and Digital Assets News and Trends

25 February 2021

[BLOCKCHAIN AND DIGITAL ASSETS NEWS AND TRENDS](#)

Canada's AML regime amendments: is your interactive entertainment service or platform operating a "money service business"?

Gems, coins, bells and bottle caps: Canadian AML regime amendments affect some video game and social media virtual currencies

25 February 2021

Providers of video games and online entertainment that offer virtual currency as part of game play may be "money service businesses" under Canada's anti-money laundering rules.

Impact of Brexit on the media, sport and entertainment industries

21 January 2021

On 1 January 2021, the Brexit transition period came to an end and the UK is now no longer subject to the rules of the EU. In this article, we take a look at the key issues of Brexit on the media, sport and entertainment industries and what the EU-UK Trade and Cooperation Agreement (TCA) means in respect of these sectors.

Mark it: A look back at 2020 trademark, copyright and media news

6 January 2021

Some of our most popular guidance.

Inventions behind the music: From Eddie Van Halen to Michael Jackson and beyond

22 December 2020

Music innovation offers fertile ground for patent protection.

Canadian Government introduces legislation that would fundamentally transform the broadcasting system

25 November 2020

In early November, Bill C-10 – entitled “*An Act to amend the Broadcasting Act and to make related and consequential amendments to other acts*” – was introduced to the House of Commons by the Minister of Canadian Heritage. The Bill was a direct response to changes in how Canadians source their entertainment, how they stay informed, and how they share information with each other.

New York's enhanced anti-SLAPP laws take effect, adding protections and remedies to deter speech-chilling litigation

19 November 2020

This development is expected to have an immediate impact on New York litigation, particularly in the defense of libel claims.

State of Play: What's next for the billion-dollar esports industry

21 October 2020

Tom Ara speaks with Mike Sepso, co-founder and CEO of Vindex, and Sarah Needleman, reporter for the *Wall Street Journal*, about the history and evolution of esports and ways the pandemic has affected the industry.

Sports betting and the protections of "enhanced" sports data in the US

30 September 2020

A supply of reliable, available data is the fuel needed for sportsbooks to create and compile odds, bet types, and risk management products.

Changes to California's AB 5 independent contractor law create new opportunities and risks

16 September 2020

These changes create additional opportunities for individuals, especially those involved in translation/interpretation and the music industry, to remain independent contractors.

Amid spike in positive cases, Puerto Rico tightens restrictions for businesses and tourism

21 July 2020

The restrictions impact certain businesses, particularly in the food and beverage, entertainment and tourism industries.

US v. Napout: Second Circuit affirms convictions in FIFA foreign corruption case

24 June 2020

A timely reminder that the risk of investigation and prosecution for foreign commercial bribery is very real and that the FCPA is not the only game in town.

New hope for the patentability of computer implemented inventions in Australia?

22 June 2020

There have been a string of cases in Australia looking at whether computer implemented inventions (including software) should be patentable. Until now the news has been bad for start ups, software developers and those with online products and services, with the Courts finding such inventions unpatentable. There may now be a way forward.

So why did Aristocrat succeed where Rakt failed? What was it about Aristocrat's patent that caused the judge to find that it contained patentable subject matter? And what does the future now look like for computer implemented patents in Australia?

Social media influencers beware: Street art is protected by copyright

11 June 2020

Michael Garfinkel discusses the legal implications of a new sub-economy.

A new reality: COVID-19's effect on the entertainment industry

8 June 2020

DLA Piper's Tom Ara, co-chair of the firm's Entertainment Finance and Transactions Practice, speaks with prominent Hollywood film and television producer David Broome.

President Trump's online platform Executive Order: Practical implications

3 June 2020

It is too early to tell if the EO initiatives will move forward or if instead their pendency operates as a sword of Damocles for large social media platforms.

A comprehensive study of BC's VR/AR ecosystem: successes and challenges for the road ahead

5 MAY 2020

As technological innovations catch up with the human imagination, the video game industry has become increasingly lucrative, earning a record \$120.1 billion in 2019 alone. This industry's success has driven the development and emergence of innovative new hardware that has empowered the Virtual Reality/Augmented Reality industry. With the foundation laid by British Columbia's robust video game and film economy, the province's VR/AR industry has seen exponential growth over the last decade.

Coronavirus: reopening businesses – compliance risks

24 April 2020

Companies looking to reopen are urged to do so in compliance with varying, changing government restrictions to avoid longer term liabilities that could potentially outweigh short term gains

Contract analysis in a crisis: flowcharts

7 April 2020

Flowcharts providing considerations for analyzing commercial contracts in the context of the COVID-19 pandemic through a logical process flow that can serve as a practical checklist.

Cost-cutting considerations in the time of COVID-19 (Part 3 – employment issues outside the US)

7 April 2020

A deeper dive into various cost-saving measures and their viability for employers outside the US.

COVID-19 and the "essential business" designation: Practical guidance for businesses that fall in the gray area between "essential" and "non-essential"

6 April 2020

Certain frequently asked questions as well as practical guidance.

Beyond social distancing: What employers need to know to keep their workplaces safe and manage privacy obligations in the face of COVID-19

2 April 2020

Guidance from OSHA, EEO and CDC to help employers seeking to protect the health, safety and privacy of their on-site employees.

Coronavirus: Cybersecurity considerations for your newly remote workforce (United States)

31 March 2020

Cyber risk management involves balancing the productivity of a workforce with ensuring confidentiality, integrity and availability of the company's own systems and data, as well as that of their supply chain.

Coronavirus: DHS Response to COVID-19 - What US Employers Need to Know

29 March 2020

Key questions and answers related to the new DHS guidance.

Coronavirus: Cyber hygiene practices

25 March 2020

While the world is responding to the coronavirus disease 2019 (COVID-19), and individuals are increasingly focused on personal hygiene and social distancing, augmenting cyber hygiene efforts at home and at work are increasing in importance too.

Coronavirus: Employee furloughs, reductions-in-force and similar temporary cost-saving measures (Part 2 – Employment issues outside the US)

25 March 2020

A general overview of key employment issues to consider outside of the US in light of COVID-19.

Coronavirus: Employee furloughs, reductions-in-force and similar temporary cost-saving measures in the US - Part 1

25 March 2020

Key employment-related issues for US-based employers in relation to cost-saving measures due to COVID-19.

Panels examine trademark litigation and the CCPA at our 13th annual Women in IP Law CLE Luncheon

19 December 2019

Most of the more than 180 guests were leading IP counsel] for some of the Bay Area's largest tech companies.

Competition Compliance Handbook developed for Hungary

19 November 2019

We are pleased to present our Competition Compliance Program and training capabilities. This document is not intended to be an exhaustive statement of our capabilities, but is designed to highlight the key elements of our competition compliance program, which is specifically designed for the Hungarian market.

New changes to Russian gambling rules signal continued development of online gambling

25 October 2019

Recent changes in law have solidified the emerging legal framework for online betting in Russia.

Therapeutic Goods Administration cracks down on prohibited advertising

3 October 2019

A series of recent enforcement actions and announcements by the Therapeutic Goods Administration (**TGA**) indicate that the regulator is actively monitoring and prosecuting businesses for breaches of the *Therapeutic Goods Advertising Code (No. 2) 2018 (TG Advertising Code)* and *Therapeutic Goods Act 1989 (TG Act)*.

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?

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?

FTC updates Q&A on Endorsement Guides – changes affect all types of media and endorsement: 5 takeaways

3 JUN 2015

The Endorsement Guides apply equally to all types of media and forms of endorsement

Law à la Mode - Edition 14

24 OCT 2014

[LAW À LA MODE](#)

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates, with a particular focus on technology in this edition.

Law à la Mode

13 MAY 2014

[LAW À LA MODE](#)

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates, with a particular focus on technology in this edition.

Law à la Mode Edition 12 - Winter 2013/14

13 JAN 2014

[LAW À LA MODE](#)

The Middle East editorial team is delighted to bring you the Winter edition of Law à la Mode, the quarterly legal magazine from our global Fashion, Retail, and design group.

Law à la Mode

20 SEP 2012

[LAW À LA MODE](#)

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](#)

Law à la Mode

1 MAR 2012

[LAW À LA MODE](#)

Law à la Mode

1 DEC 2011

[LAW À LA MODE](#)

Law à la Mode

26 AUG 2011

[LAW À LA MODE](#)

UK: The real risk of cyber attack

1 AUG 2011

Law à la Mode

10 MAY 2011

[LAW À LA MODE](#)

Law à la Mode

9 FEB 2011

Events

Previous

Webinar: Impact of COVID-19 on the sports sector - Update

30 April 2020

Competition Compliance Handbook developed for Hungary - Business breakfast

11 December 2019
Budapest

NEWS

DLA Piper Canada welcomes associate Joshua Sved

28 June 2021

DLA Piper (Canada) LLP welcomes Joshua (Josh) Sved to the firm's Vancouver office as an associate in the Corporate Group.

DLA Piper advises Ted Segal in acquisition of majority stake in Houston Dynamo FC and Houston Dash

25 June 2021

DLA Piper represented Ted Segal in the acquisition of a majority ownership stake in Major League Soccer's Houston Dynamo and the Houston Dash of the National Women's Soccer League.

DLA Piper lawyers and practices ranked in latest edition of *The Legal 500*

17 June 2021

DLA Piper announced today that the firm received 42 individual lawyer rankings and 49 firm rankings in *The Legal 500 United States 2021* guide.

DLA Piper advises Playmaker Capital Inc. in connection with its IPO

10 Jun 2021

DLA Piper advised Playmaker Capital Inc. in connection with its initial public offering in Canada. Playmaker is one of the top digital sports media groups focused on Latin America and the US markets and reaches more than 50 million unique users and 300 million social users each month.

DLA Piper shortlisted for five *Mergermarket* North America M&A Awards

4 May 2021

DLA Piper is pleased to announce that it has been shortlisted for five *Mergermarket* North America M&A Awards.

DLA Piper advises Concord in acquisition of Downtown's copyright portfolio

27 April 2021

DLA Piper represented Concord, a leading independent music company, in connection with the acquisition by a Concord affiliate of Downtown's iconic portfolio of 145,000 owned and co-published music copyrights.

DLA Piper advises SevenVentures on investment in Sanity Group

30 March 2021

DLA Piper has advised SevenVentures on its media-for-equity investment in Berlin-based start-up Sanity Group. The investment sum is in the single-digit million range.

DLA Piper represents Spiegel on information access request

25 March 2021

DLA Piper has represented SPIEGEL, publisher of the news magazine „DER SPIEGEL“, in two proceedings before the Federal Administrative Court (BVerwG).

DLA Piper Canada acted for Pepper Esports Inc.

23 December 2020

TGS Esports Inc. ("TGS") (TSXV: TGS) announced the completion of its acquisition of Pepper Esports Inc. ("Pepper") on December 21, 2020. The acquisition included Pepper executives Guy Halford-Thompson, Jackson Warren and Ben Hoffman joining the TGS executive team. DLA Piper Canada is pleased to have acted as legal advisors to Pepper.

Eight DLA Piper attorneys named to *Variety's* 2020 Dealmakers Impact Report

10 December 2020

The recently released *Variety* Dealmakers Impact Report recognizes eight DLA Piper attorneys for their successful contributions to entertainment deal making in 2020: Tom Ara, Afshin Beyzaee, Scott Bradford, Katherine Imp, David Markman, Ben Mulcahy, Robert Sherman and Alex Steinberg.

Tamar Duvdevani named a *Hollywood Reporter* Top 20 New York Power Lawyer

9 December 2020

DLA Piper is pleased to announce that partner Tamar Duvdevani, the Intellectual Property and Technology chair of the New York

office, has been named to *The Hollywood Reporter's* inaugural Power Lawyers list of Top 20 New York Entertainment Attorneys.

DLA Piper obtains landmark judgments for Axel Springer and BILD before the German Federal Court of Justice

15 October 2020

DLA Piper has successfully represented Axel Springer SE and BILD GmbH in two appeal proceedings before the German Federal Court of Justice (Bundesgerichtshof) and obtained landmark decisions on key legal issues.

DLA Piper advise Liverpool Football Club on sponsorship claim defence

14 September 2020

DLA Piper has successfully represented The Liverpool Football Club and Athletics Grounds Limited (LFC) in defending a GBP1.13 million claim brought by sports intermediary Winlink Marketing Limited.

DLA Piper wins landmark broadcasting dispute at the Federal Administrative Court for SAT.1

21 July 2020

DLA Piper has obtained two landmark decisions on central broadcasting law issues for ProSiebenSat.1 TV Deutschland GmbH and Sat.1 SatellitenFernsehen GmbH in a dispute with the state media authorities of Rhineland-Palatinate (LMK) and of Hesse (LPR) at the Federal Administrative Court (BVerwG).

DLA Piper Canada significantly expands Startups, Emerging Companies and Technology practice

16 MAR 2020

With the addition of six new lawyers to our Vancouver office since the beginning of 2020, DLA Piper Canada has significantly expanded upon its capabilities in the Startups, Emerging Companies and Technology practice.

DLA Piper's Holly R. Lake and Miles Cooley named Top Minority Attorneys by the Los Angeles Business Journal

28 January 2020

The Los Angeles Business Journal has named two DLA Piper partners with strong community ties to its 2020 Top Minority Attorneys list.

DLA Piper (Canada) LLP welcomes Partner Ryan J. Black

1 JAN 2020

DLA Piper (Canada) LLP is pleased to announce that Ryan Black has joined the firm as Partner in the Vancouver office. Ryan practises technology-related corporate law, with a particular focus on internet technologies, ecommerce, video games and esports.
