



## 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

### KEY CONTACTS

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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

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- 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

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### Publications

#### 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.

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#### 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

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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?

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **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.

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## **Top of Mind: Litigation**

20 MAR 2019

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

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## **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.

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## **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.

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## **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.

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## **Supreme Court Corner Q4 2018**

20 DEC 2018

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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.

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### **The Music Modernization Act: stronger protections for artists and publishers**

21 DEC 2018

The MMA revamps the Copyright Act in three major aspects.

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### **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?

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### **UK: The real risk of cyber attack**

1 AUG 2011

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## **Events**

### **Previous**

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

30 April 2020

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## **NEWS**

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### **DLA Piper and Aldersgate DLS launch TOKO, a fast, secure and cost effective solution for buying and selling high value assets using blockchain technology**

5 November 2020

Global law firm DLA Piper in collaboration with Aldersgate DLS (Digital Ledger Solutions), has launched TOKO, a unique tokenisation engine and vital component in the digital asset ecosystem. Developed with Aldersgate DLS, TOKO provides smart contract functionality and digital asset creation functionality and assurance.

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### **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

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GBP1.13 million claim brought by sports intermediary Winlink Marketing Limited.

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### **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).

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### **DLA Piper advises GM Cruise on acquisition of Astyx**

8 July 2020

DLA Piper has advised GM Cruise Holdings LLC (GM Cruise) in connection with the acquisition of Astyx GmbH (Astyx) from Zukunft Ventures GmbH, a subsidiary of ZF Friedrichshafen AG, and the founders of Astyx.

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### **New partner joins DLA Piper's Intellectual Property and Technology practice in London**

27 May 2020

DLA Piper is appointing Sophie Lessar as partner to its Intellectual Property and Technology (IPT) Practice in London. She joins on 1 June.

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### **New partner joins DLA Piper's Intellectual Property and Technology practice in London**

1 May 2020

DLA Piper is appointing Deborah Bould as partner to its Intellectual Property and Technology (IPT) Practice in London, joining on 11th May.

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### **DLA Piper announces partnership promotions for 2020**

30 April 2020

DLA Piper is proud to announce that 67 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2020 in the United States and May 1, 2020 for EMEA and Asia Pacific. The promotions have been made across many of the firm's practice areas in 35 different offices throughout 13 countries.

Across the firm's practices globally, Corporate saw the largest intake of new partners with 19 promotions, followed by Litigation and Regulatory with 15. Intellectual Property and Technology and Finance and Projects had ten and eight promotions respectively, while there were six in Real Estate. Tax and Employment both had four, and there was one in Restructuring.

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### **DLA Piper lawyers named Acritas Stars**

10 March 2020

Acritas has named over 200 DLA Piper lawyers as 2020 Acritas Stars. Now in its fourth year, Acritas Stars highlights the stand-out lawyers in private practice as nominated by clients around the world. More than 3,000 senior in-house counsel feed into the nomination process to give a comprehensive view of highly recommended lawyers across the globe.

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## **DLA Piper advises Guala Closures Group on the acquisition of the assets of Germany's Closurelogic**

6 January 2020

DLA Piper has advised the Guala Closures Group, one of the world leaders in the production of security closures for spirits and aluminium closures for wines, as well as one of the major world producer and distributor of aluminium closures for the beverage industry, on the acquisition of the activities of Closurelogic GmbH, the German producer specialised in the aluminium closures.

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## **Financial Times ranks DLA Piper among the most innovative law firms in Europe**

13 September 2019

DLA Piper has been recognised as one of the top 10 most innovative law firms in Europe at the Financial Times' 2019 European Innovative Lawyers report, an annual ranking assessing lawyers on their innovation both for clients and in their own businesses.

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## **DLA Piper advises Tirona on the acquisition of a stake in CashCape**

5 September 2019

DLA Piper has advised Tirona Ltd. on the acquisition of a 25 percent stake in the fintech app CashCape.

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## **DLA Piper continues Irish expansion with appointment of four new partners**

4 September 2019

DLA Piper today announces the appointment of four new partners to its recently opened Dublin office into four key practice areas of Finance and Projects (F&P), Intellectual Property and Technology (IPT), Tax and Real Estate. The new partners will be joined by three legal directors, as part of the firm's ongoing expansion in Ireland.

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## **DLA Piper advises Bauer Media on acquisition of Camilyo Online Ltd.**

5 August 2019

DLA Piper has advised Bauer Media Group on the acquisition of Israeli Camilyo Online Ltd., a provider of online-based white-labeled services for online-service provider and their small and medium businesses-clients. The transaction is the second recent acquisition by Bauer Media Group of a provider of online-based white-labeled services and part of Bauer Media Group's new business growth strategy in its business area in SME marketing and sales services.

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## **DLA Piper advises Allianz Real Estate on the acquisition of EDGE Hafencity in Hamburg**

2 August 2019

DLA Piper has advised Allianz Real Estate on its acquisition of the office property EDGE Hafencity as part of an off-market forward deal. EDGE HafenCity Hamburg will be a 15-storey building with a total lettable area of approximately 22,500 sqm.

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## **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

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special purpose vehicle that will develop a live, blockchain-based platform.

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### **DLA Piper advises Rolls-Royce on acquisition of Siemens' eAircraft business**

21 June 2019

DLA Piper has advised Rolls-Royce plc on the acquisition of Siemens' electric and hybrid-electric aerospace propulsion activities, eAircraft. The acquisition will accelerate the delivery of Rolls-Royce's electrification strategy and boost its ambition to play a major role in the "third era" of aviation. The completion of the transaction is expected in late 2019, following a period of employee consultation.

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### **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.

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### **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.

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### **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.

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### **DLA Piper successfully defends Samsung Electronics against Dyson**

29 MAR 2019

DLA Piper acted on behalf of Samsung Electronics GmbH to lift a temporary injunction obtained by Dyson AG in January 2018 from the District Court of Düsseldorf. The injunction prohibited Samsung from making certain advertising statements for battery-powered vacuum cleaners. As some of the prohibited statements were also on the packaging this led to a de facto ban on the sale for the battery-powered vacuum cleaner.

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### **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).

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## **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.

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## **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.

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## **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.

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## **DLA Piper expands new Dublin office with four-partner hire**

9 JAN 2019

DLA Piper today announces the appointment of four new partners from highly-regarded Irish firms to its newly opened Dublin office into four key practice areas of Finance and Projects (F&P), Corporate, Intellectual Property and Technology (IPT) and Employment. These hires follow the appointment of Corporate partner David Carthy as Ireland Country Managing Partner in May 2018.

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## **Technology sector poised for big data wave in finance and sales departments – DLA Piper European Tech Index**

12 DEC 2018

Harnessing big data is becoming standard practice for IT and marketing teams in technology, but DLA Piper's 2018 Tech Index reveals that a revolution may now be underway in finance and sales departments as well. Responses from 350 tech sector senior executives in Europe indicate that compared to 2016, organizations are increasingly identifying new opportunities in these additional departments, indicating a move towards widespread adoption of big data in the tech sector.

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