



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

- 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

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.

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.

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.

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.

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.

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.

***District of Columbia v. Facebook*: General Consumer Protection Statute can serve as vehicle for state attorney general seeking redress for data privacy violations**

12 June 2019

This case should be carefully examined by entities that collect data for a number of reasons.

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.

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

1 MAY 2012

[LAW À LA MODE](#)

Law à la Mode

1 DEC 2011

[LAW À LA MODE](#)

UK: The real risk of cyber attack

1 AUG 2011

Events

Previous

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

30 April 2020

Loyola Marymount University Film Finance Forecast

26 September 2019
Los Angeles

NEWS

DLA Piper LLP (US) announces new firm and practice leadership positions

8 March 2021
DLA Piper LLP (US) is pleased to announce a number of firm and practice leadership changes.

DLA Piper's Luxembourg team enters World Trademark Review ranking

25 February 2021
Our Luxembourg office is pleased to announce that we have been ranked as a recommended law firm in the World Trademark Review.

Retired Judge Andrew Peck appointed as Judicial Emeritus member of Sedona Conference Working Group 1 Steering Committee

5 January 2021
DLA Piper is pleased to announce that former United States Magistrate Judge Andrew J. Peck has been appointed by The Sedona Conference as a Judicial Emeritus member of the Steering Committee of Working Group 1 (WG1), effective January 2021.

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.

Nine DLA Piper lawyers recognized by BTI Consulting Group for superior client service

10 December 2020

DLA Piper is pleased to announce that BTI Consulting Group has recognized nine of its lawyers for providing superior service to clients.

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 shortlisted by the *Financial Times* for five FT North America Innovative Lawyers awards

8 December 2020

DLA Piper is pleased to announce it has been shortlisted by the *Financial Times* for five FT North America Innovative Lawyers 2020 awards.

DLA Piper advises The Shrink Space in its acquisition by ProtoCall Services

30 November 2020

DLA Piper represented The Shrink Space, a referral management software platform widely used by university counseling centers, students and behavioral health providers, in its recent acquisition by ProtoCall Services, a leading provider of telephonic crisis intervention and behavioral health assessment services.

Ann Ford named to the *National Law Journal's* 2020 list of DC Trailblazers

16 September 2020

DLA Piper is pleased to announce that Ann Ford has been named a 2020 DC Trailblazer by the *National Law Journal*.

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).

Information security and privacy lawyer Ronald Plesco joins DLA Piper's Intellectual Property and Technology practice as a partner in Philadelphia

1 July 2020

DLA Piper announced today that Ronald Plesco has joined the firm's Intellectual Property and Technology practice as a partner in Philadelphia.

DLA Piper lawyers and practices ranked in latest Chambers edition

8 May 2020

DLA Piper today announced that the firm received 172 lawyer rankings and 71 practice rankings in *Chambers USA's* 2020 guide.

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.

Kristin Jacobson joins DLA Piper's Intellectual Property and Technology and Telecom practices in Northern California

1 April 2020

DLA Piper announced today that Kristin Jacobson has joined the firm's Intellectual Property and Technology and Telecom practices as a partner in Northern California, based in the Sacramento office.

Marius Domokos joins DLA Piper's Intellectual Property and Technology practice in Washington, DC

31 March 2020

DLA Piper announced today that Marius Domokos has joined the firm's Intellectual Property and Technology practice as a partner in Washington, DC.

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.

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 announces new US Intellectual Property and Technology practice leadership

22 January 2020

DLA Piper is pleased to announce that Ann Ford will become the sole US chair and global co-chair of the firm's Intellectual

Property and Technology practice. She will assume these roles from Frank Ryan, the incoming chair of DLA Piper LLP (US).

DLA Piper advises CallMiner in US\$75 million investment from Goldman Sachs

17 December 2019

DLA Piper is pleased to announce that the firm represented CallMiner in connection with a US\$75 million investment from GS Growth.

DLA Piper named Communications Law Firm of the Year by *U.S. News and Best Lawyers*

6 November 2019

DLA Piper is pleased to announce that it has been named Communications Law Firm of the Year by *U.S. News and Best Lawyers* as part of the 2020 rankings.

Michael Sitzman joins DLA Piper's Intellectual Property and Technology practice in Northern California

4 November 2019

DLA Piper announced today that Michael Sitzman has joined the firm's Intellectual Property and Technology practice as a partner in Northern California, based in the San Francisco office.

Tamany Vinson Bentz named to the *Daily Journal's* list of Top Trade Secrets Lawyers

9 October 2019

DLA Piper is pleased to announce that Tamany Vinson Bentz, a Los Angeles-based partner in the IPT Litigation practice, has been named to the *Daily Journal's* 2019 list of Top Trade Secrets Lawyers.

Mark Radcliffe to moderate panel at Open Core Summit in San Francisco

18 September 2019

Mark Radcliffe will moderate a panel on "The OSS Business Model, from Past to Present" at Open Core Summit, the global commercial open-source software (COSS) category ecosystem conference.

DLA Piper advises Bowlero Corp. in its acquisition of the Professional Bowlers Association

11 September 2019

DLA Piper represented Bowlero Corporation in its acquisition of the Professional Bowlers Association, the pinnacle of professional bowling since 1958.

Experienced music lawyer Scott Bradford joins DLA Piper's Entertainment practice in Los Angeles

10 September 2019

DLA Piper announced today that veteran music lawyer Scott Bradford has joined the firm's Entertainment practice as of counsel in Los Angeles.

Lisa Hillman joins DLA Piper's Intellectual Property and Technology practice in Boston

26 August 2019

DLA Piper announced today that Lisa Hillman has joined the firm's Intellectual Property and Technology (IPT) practice as a partner in Boston.

Six-partner group joins DLA Piper across key markets and practice groups from coast to coast

18 July 2019

DLA Piper announced today the addition of a six-partner group whose members will be part of the firm's Corporate, Intellectual Property and Technology, and Litigation practices. The partners will be based in San Francisco, Los Angeles, Silicon Valley and New York.

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's Mark Radcliffe named to the *National Law Journal's* list of Technology Trailblazers

10 June 2019

DLA Piper is pleased to announce that Mark Radcliffe, a Silicon Valley-based partner, has been named to the *National Law Journal's* list of Technology Trailblazers.

DLA Piper advises StoryBots in its acquisition by Netflix

23 MAY 2019

DLA Piper represented StoryBots, a children's educational media brand, in its acquisition by Netflix, Inc.

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.

Andrew Serwin joins DLA Piper's Intellectual Property and Technology practice in San Diego

7 MAY 2019

DLA Piper announced today that Andrew Serwin has joined the Data Protection, Privacy and Security subgroup of the firm's Intellectual Property and Technology practice as a partner in San Diego.

DLA Piper lawyers and practices ranked in latest Chambers edition

30 APR 2019

DLA Piper today announced that 158 of the firm's lawyers and 64 of its practices were ranked in *Chambers USA's* 2019 guide.

DLA Piper lawyers and practices ranked in latest Chambers edition

30 APR 2019

DLA Piper today announced that 158 of the firm's lawyers and 64 of its practices were ranked in *Chambers USA's* 2019 guide.

Thomas Dombrowsky named to NTIA Commerce Spectrum Management Advisory Committee

26 APR 2019

DLA Piper is pleased to announce that Thomas Dombrowsky has been named to the Commerce Spectrum Management Advisory Committee (CSMAC) of the US Department of Commerce's National Telecommunications and Information Administration.
