



**Jamie Ryder**

**Partner**  
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Jamie Ryder focuses on Media, Sport and Entertainment law and has over a decade of experience in drafting and negotiating bespoke commercial agreements for local and international clients, including content acquisition agreements, content production and financing agreements, multi-platform media exploitation agreements and sponsorship agreements.

Jamie represents a number of the Middle East's leading broadcasters and media organisations in addition to international film studios and rights holders, major event hosting entities and converged media and telecommunications companies.

**RELATED SERVICES**

- Intellectual Property and Technology

**EXPERIENCE**

- Advised a sports rights holder on its official supply agreements for its professional football league
- Advised a major international film, television and music producer on the digital distribution of its content, on multiple online platforms, in various territories throughout the Middle East, and the legal and regulatory framework in respect of censorship and rating of such content
- Assisted in advising a major Middle East media group in respect of its purchase of the exclusive broadcast rights of the English Premier League in the Middle East and North Africa Region
- Advised a Middle East based media entity on agreements for the provision of content production and channel management and scheduling services
- Advised Etihad Airways in its record breaking multi-million pound sponsorship of English premier league football club Manchester City. The deal sees Etihad become the Official Shirt Sponsor of the Club and various other ancillary rights
- Advised Etihad Airways in relation to the renaming, re-branding and sponsorship of the Etihad Stadium in Melbourne, Australia with effect from March 2009 (the stadium was formerly known as the "Telstra Stadium")
- Assisted in advising the headline sponsor in respect of its sponsorship of the Hail Rally Event in the Kingdom of Saudi Arabia
- Assisted in advising a Middle-East film fund on a range of motion picture related agreements including:
  - joint venture agreements
  - film-financing arrangements and related documentation

- o talent agreements for performers, producers and directors

## CREDENTIALS

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### Professional Qualifications

- Solicitor of the Senior Courts of England and Wales, 2008

### Education

- Liverpool University, Law and International Business LL.M
- Liverpool John Moores University, LLB (Hons) 2:1

## INSIGHTS

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### Publications

#### Opportunities in the Kingdom of Saudi Arabia

10 MAY 2018

The Kingdom of Saudi Arabia (KSA) is in the midst of economic and social development which is presenting exciting opportunities for those involved in various sectors, including the world of sport.

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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).

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### Events

#### Previous

#### Global Media Trends Insight Webinar 2018

25 APR 2018

Webinar

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Jamie has delivered a number of seminars / webinars, particularly on the subjects of content creation, protection and distribution, and sports sponsorship.

## SECONDMENTS

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Secondment to a leading regional broadcaster based in Dubai as senior legal counsel, advising on all matters affecting the media organisation including

- Channel carriage agreements;
- Agreement for the organisation and sponsorship of an International Football Tournament;
- Software licence agreements; and
- Set top box supply and distribution agreements.

Secondment to leading global broadcaster based in Doha, Qatar, acting as in-house counsel and advising various internal business units on a range of agreements, including

- Content sale and acquisition agreements;
- Co-Production, production and commissioning agreements;
- Intellectual property infringement matters in relation to web, broadcast, and mobile content as well as trade mark infringement and domain name disputes;
- Agreements for the provision of audience research, measurement and analytical services;
- Talent agreements for producers / directors;
- Host broadcaster agreements for international athletics competition;
- Agreements for the design and on-going support of mobile and web-based applications.

Secondment to the client as primary in-house legal advisor on all matters relating to the multi-platform distribution of its broadcast rights of the English Premier League including

- Agreements relating to exploitation by encrypted satellite broadcast;
- Agreements related to the delivery of live matches via a web-platform as well as multi-territory delivery on a free to air, analogue and digital, terrestrial basis; and
- Agreements for simultaneous retransmission of encrypted satellite broadcasts on various other delivery platforms including by means of mobile telecommunications, IPTV and Cable.