



Medios de comunicación, deportes y entretenimiento

El despacho de abogados DLA Piper se ha posicionado como la opción preferida por todos aquellos que participan en el sector de los medios de comunicación, el deporte y el entretenimiento y que demandan la mejor representación y esperan un servicio al cliente excelente.

Nuestros abogados conocen el funcionamiento del sector de los medios, el deporte y el entretenimiento. Somos asesores jurídicos en los que se confía, con la experiencia y el alcance necesarios para prestar asesoramiento en todas las jurisdicciones clave. Nuestros clientes se benefician de nuestro profundo conocimiento y experiencia en el sector y de una estrategia creativa, orientada a las soluciones y con capacidad real de respuesta.

Tenemos un equipo internacional de abogados líder en el mercado europeo, de Estados Unidos, Oriente Medio, África, Asia Pacífico y Sudamérica. Ofrecemos las ventajas de un despacho legal de negocios global con una red de experiencia que se extiende por todo el mundo.

DLA Piper está a la vanguardia del asesoramiento a empresas de medios de comunicación, deportes y entretenimiento sobre temas financieros, de deuda e inversión y corporativos, producción y adquisición de derechos, explotación de derechos en los medios de comunicación, organización y explotación de eventos deportivos y de otras clases, protección y ejecución de la propiedad intelectual, temas administrativos y de regulación, leyes antimonopolio y de competencia, promoción y desarrollo de estadios y recintos deportivos, y sobre resolución de disputas.

Asesoramos a ligas de fútbol, clubs deportivos, propietarios de franquicias, radios y televisiones, anunciantes, órganos nacionales e internacionales de gobierno, titulares de derechos, agencias y promotores, estudios, distribuidores, promotores de eventos, patrocinadores, inversores, bancos y a otras corporaciones líderes y particulares.

Ranking de Directorios

Nuestros abogados están incluidos en directorios Chambers de toda Europa, Oriente Medio y Estados Unidos. En 2013 fuimos clasificados en la categoría 1 para Medios y Entretenimiento (Reino Unido), Tecnología, Medios y Telecomunicaciones (Emiratos Árabes Unidos) y Deportes (Londres) y en Banda 2 en Ley de Deportes (Estados Unidos). Legal 500 clasificó nuestra práctica de Juegos y Apuestas (Londres) también en el primer nivel.

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- Finance
- Intellectual Property and Technology
- Litigation, Arbitration and Investigations

- Asesoramiento a la Premier League en todos los aspectos para la retransmisión y estrategia de derechos en medios de comunicación (hito en el litigio de tarjetas de descodificación). Las operaciones de derechos en medios internacionales y nacionales de la Premier League son las mayores en el mundo deportivo fuera de Estados Unidos y están estructuradas de forma muy innovadora para permitir la explotación neutral multiplataforma por parte de las concesionarias proporcionando a su vez sofisticadas medidas de protección contra la amenaza de la piratería.
- Representación de los San Francisco Forty Niners (49ers) en la refinanciación por 1.050 millones de dólares de la reconstrucción del Levi's Stadium en Santa Clara, California, con la participación de capital tanto del mercado bancario como de colocación privada así como de la Liga Nacional de Fútbol Americano. En marzo de 2012, representamos a los 49ers en relación con la financiación de la construcción de un nuevo estadio con un crédito senior asegurado de 850 millones de dólares. También les hemos asesorado en la estructuración inicial de la transacción, que utiliza un fondo estatutario de Delaware como prestatario de los mercados de capitales y prestamista tanto para el Forty Niners SC Stadium Company LLC (StadCo) por 400 millones de dólares como para la Santa Clara Stadium Authority por 450 millones de dólares. El Levi's Stadium será propiedad de Santa Clara Stadium Authority y alquilado durante la temporada de la NFL a StadCo para un futuro subarrendamiento a los 49ers.
- Representación de Al Jazeera Media Network, una compañía líder de medios de comunicación con más de 20 canales para la retransmisión de noticias, documentales y deportes, en su adquisición de Current Media, LLC, operador de la red de cable con sede en Estados Unidos Current TV. Asesoramiento de BeIN Sport, una filial de Al Jazeera Media Network, en relación con su lanzamiento en Estados Unidos, proporcionándole asesoramiento sobre la propiedad intelectual, corporativo, fiscal y talento/empleo a medida que la red crece en su número de suscriptores norteamericanos. DLA Piper continúa asesorando a Al Jazeera Media Network y a BeIN Sports en sus necesidades de medios, entretenimiento y negocios y actúa como su asesor externo general.
- Asesoramiento a un importante estudio cinematográfico de Hollywood sobre una financiación estructurada multi jurisdiccional de 400 millones de dólares para una lista de más de 10 películas. Hemos contribuido al desarrollo de una compleja y vanguardista estructura en la que se incluían numerosos aspectos internacionales de regulación y fiscales.
- Representación de Abu Dhabi United Group (ADUG) en su adquisición por 100 millones de dólares de un nuevo equipo de fútbol, el New York City Football Club (NYCFC), el club número 20 de la Major League Soccer, que comenzará a jugar en 2015. ADUG, propietaria del Manchester City Football Club (MCFC), es también la principal propietaria del nuevo club. El New York Yankees también ha invertido en el club y será un miembro activo del grupo propietario, especialmente en el desarrollo de un nuevo estadio de fútbol en Nueva York.

NOVEDADES

Publicaciones

Advertising Laws of the World

7 September 2022

We are delighted to announce the launch of the Advertising Laws of the World guide – a global comparative handbook for clients created by the DLA Piper global Advertising and Marketing Law team.

Episode 5 - The fear, fanfare and future of NFTs

27 July 2022

THE MEDIA SPORT AND ENTERTAINMENT LAW PODCAST

Nick Fitzpatrick, Michael Fluhr, and Alex Steinberg come together to reflect on how the NFTs market has progressed and the latest issues they are seeing; including international perspectives on IP, commercial, and litigation-related challenges

Episode 3 - Glass to glass - how is technology changing the world of OTT in sport and how can you futureproof your business?

29 June 2022

[THE MEDIA SPORT AND ENTERTAINMENT LAW PODCAST](#)

Alex Steinberg and Pete Giorgio from Deloitte explore the ever-evolving world of OTT from a Sports perspective. The pair discuss how technology is impacting the industry and media consumption, and the business trends that emerge from these developments.

Exploring the metaverse: What laws will apply?

22 June 2022

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

For those intrigued by the metaverse, and for creators building metaverse projects, here are practical considerations.

Episode 2 - Is the Metaverse the virtual wild, wild west?

20 June 2022

[THE MEDIA SPORT AND ENTERTAINMENT LAW PODCAST](#)

In this episode we explore the Metaverse – including discussion of what this new technology is; its applications and potential benefits; key hurdles to consumption; and the anticipated regulatory and IP uncertainties. The team highlight key considerations on how Web 3.0 is expected to change our day-to-day lives and what laws currently apply.

Episode 1 - Race and sport and the litigation pitfalls

7 June 2022

[THE MEDIA SPORT AND ENTERTAINMENT LAW PODCAST](#)

Sohail Ali (Partner, Litigation & Regulatory, Leeds) and Gurpreet Duhra (Partner, Employment, Sheffield) discuss the status of race-related issues within the sports industry. What are potential litigatory challenges that organisations might face within the current climate? How should businesses avoid or respond to these pitfalls?

Global M&A Intelligence Report 2022

Updated: 29 June 2022

Our annual Global M&A Intelligence Report is based on an analysis of key deal terms in almost 5,000 private M&A transactions on which we have advised since 2015.

Mitigate the legal risks of influencer marketing with our updated and expanded Influencer Marketing Guide

11 April 2022

Influencer marketing continues to play an increasingly important role in marketing strategies. However, there are numerous legal challenges for influencers and the brands they cooperate with, and influencer marketing remains a focus for advertising regulators around the world.

What is a SPAC? The basics, when you are contemplating going public in 2022

6 April 2022
[PANORAMA](#)

Key developments and implications for Latin American companies.

US announces new trade restrictions against Russia as well as a new round of sanctions against Russian political elites

16 March 2022
[GLOBAL SANCTIONS ALERT](#)

Many of the newly announced measures will require Congressional action.

Ukraine: Sanctions in sport

10 March 2022
[GLOBAL SANCTIONS ALERT](#)

As a result of the conflict in Ukraine, the UK, the US, the EU and their allies have imposed additional sanctions on Russian state actors and entities of economic and strategic significance to the Russian state, along with targeted restrictions on certain commercial activities with Russia.

Exploring the metaverse: What laws will apply?

22 February 2022
Like any new foundational technology, the metaverse remains confusing and unknown to many. Writing for *Chambers TMT 2022*, we explore key questions.

Gambling Commission annual report highlights increased enforcement action

6 January 2022
On 9 December 2021, the UK Gambling Commission published its annual Compliance and Enforcement Report ("Report"). The Report details the regulator's findings and enforcement action taken during the period 2020-2021. Such action included:

A legal overview

4 January 2022
[UNDERSTANDING THE UK NATIONAL SECURITY & INVESTMENT REGIME PODCAST](#)

In episode 2 of our podcast series we discuss the legal context of the regime: how it will operate and the implications for businesses. In particular, the legislation - which comes into force today, 4 January - has wide reaching implications for M&A involving businesses or assets connected with the UK.

Racing Post article on Single Customer View

16 December 2021

Last week, I was delighted to speak to the Racing Post - the leading print and online publisher in the UK, focused on horse racing and gambling - regarding the Gambling Commission's proposed Single Customer View.

Brands and influencers in the spotlight as FTC focuses on civil penalties for deceptive advertising

13 December 2021

More than 700 warning letters sent in just one month.

Gambling advertising: revised guidance on responsible and problem gambling

26 November 2021

On 11 November 2021, the Committee of Advertising Practice, and the Broadcast Committee of Advertising Practice, published revised guidance on responsible and problem gambling.

Liability in sport - Tylicki v Gibbons

24 November 2021

On 31 October 2016, flat jockey Frederik Tylicki's life changed forever. Rounding the final bend in the 15:20 at Kempton Park, Tylicki's mount clipped heels with the mount of rider Graham Gibbons, fell, and catapulted Tylicki into the polytrack surface. Tylicki was paralysed from the waist down. In a 4-day trial commencing 29 November 2021, the English High Court will determine whether Gibbons' riding was negligent and he is liable to Tylicki in damages, which are quantified at in excess of £6m.

An interview with Aldersgate Funding

11 October 2021

In this podcast, DLA Piper partner Henry Quinlan interviews Jim Holding and Matthew Lo at Aldersgate Funding Limited, who shed some light on the advantages of litigation and arbitration funding; the types of claims eligible for funding; the process of funding a case; and the jurisdictional constraints on this type of financing.

[DLA Piper · Aldersgate Funding on how litigation funding can help your business](#)

Media obligations and mental health in sport

16 September 2021

After days of speculation and controversy following Naomi Osaka's twitter announcement that she would not partake in any press announcements during Roland-Garros, Ms Osaka withdrew from the French Open, commenting that she "often felt that people have no regard for athletes' mental health and this rings true whenever I see a press conference or partake in one." Since Ms Osaka's withdrawal, a number of other high profile sports men and women have made similar decisions to withdraw from media or events citing their mental health, including US gymnast Simone Biles and English cricketer Ben Stokes. In this post we take a look at the existing rules around media obligations and mental health in tennis, and consider how those rules may need to change in light of Ms Osaka's actions, in tennis and beyond.

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.

New workplace sexual harassment laws passed – (some) Respect@Work recommendations become law

8 September 2021

After months of anticipation, the Australian Federal Government's Sex Discrimination and Fair Work (Respect at Work) Amendment Act 2021 has now passed both houses of Parliament. The amendment contains important reforms to address workplace sexual harassment.

Gaming company unable to rely on exclusion clauses to avoid pay out

4 August 2021

A recent case in the English High Court highlighted the perils of vague drafting and reliance on exclusion clauses, which meant that an online bookmaker was forced to pay out £1.7m to a customer who had won a game's jackpot three times in short succession, due to a glitch in the game's software resulting in the odds of winning the jackpot being significantly higher than had been intended.

Our report on the case and key recommendations for those in the sports gaming sector is available [here](#).

***Green -v- Betfred* – online gaming platform unable to rely on exclusion of liability clauses to avoid pay-out to winning customer**

2 August 2021

The growth of online gaming in England means that gamblers are now more likely to be found at computer screens than casino tables. This was illustrated by the case of *Andrew Green v Petfre (Gibraltar) Limited t/a Betfred* [2021] EWHC 842 (QB).

Personal liability of a director and liability of an agent – the cautionary tale of *Tattersalls Limited v McMahon*

21 July 2021

Bloodstock auction sales are a common means of selling thoroughbred horses. It was such an auction that gave rise to proceedings in *Tattersalls Limited v McMahon* [2021] EWHC 1629 (QB). The case is an important one for any agent in the sports arena and beyond - read our full analysis of the case and recommendations.

Global M&A Intelligence Report 2021

23 June 2021

Our annual Global M&A Intelligence Report is based on an analysis of key deal terms in over 3,200 private M&A transactions on which we advised since 2015.

Episode 15: Comprehensive New E-Commerce Rules Introduced

23 March 2021

[NAVIGATING CHINA: THE DIGITAL JOURNEY](#)

Operators of e-commerce platforms, websites and apps in China, and those using third party e-commerce, social media or livestreaming

platforms to sell their products and services in China, must update their operations, services and systems in advance of wide-ranging new rules.

Esports Laws of the World

26 July 2021

The esports market has been booming over the last few years, but in some cases, regulations have not been able to catch up. In this guide, we look at the local legal and regulatory requirements for the esports industry across 38 countries, to help you identify potential issues and solutions.

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.

Corruption Perceptions Index 2020 - a regional perspective

11 February 2021

Last week Transparency International launched the 2020 edition of its Corruption Perceptions Index (CPI), which ranks 180 countries and territories by their perceived levels of public sector corruption, according to experts and business people, using a scale of zero to 100 (100 being very clean and zero being highly corrupt).

Boardroom Brexit: What the deal means for intellectual property

31 December 2020

[BOARDROOM BREXIT](#)

The TCA is not radical in terms of its immediate impact on holders of IP rights in the UK or the EU. It does not, for example, affect the post-2020 status of EU trade marks in the UK.

Boardroom Brexit: What the deal means for trade in services

31 December 2020

[BOARDROOM BREXIT](#)

The TCA has substantial sectoral coverage, including professional and business services (e.g. legal, auditing, architectural services),

delivery and telecommunication services, computer-related and digital services, financial services, research and development services, most transport services and environmental services.

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

22 December 2020

Music innovation offers fertile ground for patent protection.

China Enforces Tax Collection on Employees Working for Chinese-invested Enterprises Overseas

16 October 2020

With the recent IIT reform in 2019, and the introduction of a number of implementation rules (particularly the tax policy on overseas income), it appears the China tax authorities are taking a harder stance on how overseas income derived by China tax residents will be taxed in China, starting with Chinese expatriates working for Chinese state-owned enterprises.

COVID-19 – Galvanising your business against supply chain and customer insolvency risk

7 October 2020

The risk of unforeseen counterparty customer or supplier financial distress and failure amidst the on-going challenges for businesses from COVID-19 means that pre-emptive legal and operational protections against the risk of heavy financial loss or business disruption from customer/supplier failure are more valuable than ever.

Mass layoffs and collective redundancies guide

6 October 2020

As COVID-19 continues to impact the global economy in unprecedented ways, companies that have had to scale back or shut down operations are bracing for what the next few months will bring, and what this means for their workforces. In this guide, we examine key considerations for employers looking to make permanent reductions in force across APAC.

COVID-19: DLA Piper's global industry guide to resuming production post-pandemic

5 October 2020

Now that many countries are slowly beginning to experience COVID-19 lockdown restrictions easing and a push to restart industries, we have compiled this comprehensive report on the key considerations for resuming film and TV productions across 15 jurisdictions.

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.

Tax incentives in Puerto Rico: a quick introduction

13 JUN 2017

Puerto Rico offers a spectrum of economic incentives aiming to promote many key industries. This handbook offers a quick look at ten of the most significant of these incentives.

UK: The real risk of cyber attack

1 AUG 2011

EVENTOS

Reciente

Employment law trends in the Media, Sport and Entertainment sector

May 26, 2022 | 12:00 - 1:00 pm EST
Webinar

Embracing Digital Evolution

15 September 2021
Webinar

The intersection of private equity and sport

5 March 2021 | 10:00 AM - 11:30 AM EST
Webinar

Media and sport: Anti-piracy, esports and gambling

3 December 2020
[MEDIA & SPORT SUMMIT 2020](#)
Webinar

Media: Social media and music

1 December 2020
[MEDIA & SPORT SUMMIT 2020](#)
Webinar

EDPB recommendations for safeguarding data transfers after Schrems II

19 November 2020
Webinar

Sport: Sport and sports finance

12 November 2020
[MEDIA & SPORT SUMMIT 2020](#)

Webinar

Media: OTT and film

10 November 2020
[MEDIA & SPORT SUMMIT 2020](#)

Webinar

NOTICIAS

Campos Mello Advogados advises 777 Partners in the acquisition of 70 percent share of Vasco da Gama SAF

6 September 2022

Campos Mello Advogados (CMA), in cooperation with DLA Piper, advised the Miami-based private investment firm 777 Partners in the negotiation and execution of a binding offer for the acquisition of 70 percent of the capital stock in Club de Regatas Vasco da Gama, one of Brazil's most historic football clubs.

Campos Mello Advogados advises 777 Partners in acquiring a majority stake in Brazilian football club Club de Regatas Vasco da Gama

3 March 2022

Campos Mello Advogados (CMA), in cooperation with DLA Piper, advised the Miami-based private investment firm 777 Partners in the offer to acquire a majority stake (70%) in Club de Regatas Vasco da Gama (Vasco), one of Brazil's most historic football clubs. The deal will value the Rio de Janeiro-based football club at approximately US\$280 million and is projected to be finalized in 90 days.

Campos Mello Advogados advises John Textor in acquisition of 90 percent share of Brazilian football club Botafogo

13 January 2022

Campos Mello Advogados (CMA), in cooperation with DLA Piper, represented John Textor in the negotiation and execution of a binding offer for the acquisition of 90 percent of the capital stock of Brazilian football club Botafogo.

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 advises Vivendi Group and Gameloft in acquisition of The Other Guys

19 October 2020

DLA Piper represented Vivendi Group and Gameloft S.E. in the acquisition of The Other Guys.

Sustainability and ESG

The global Media, Sport and Entertainment (MSE) sector faces a broad spectrum of sustainability and environmental, social, and corporate governance (ESG) challenges. Key sustainability issues across the sector include data privacy, diversity and inclusion, equality, anti-discrimination, competition, and fraud and corruption. Social and governance issues are particularly prevalent in the sector, although, increasingly, attention is turning to environmental issues, such as high energy use, waste, and climate change concerns.

Having advised a range of MSE clients, among them the world's largest football league, top-tier professional sports franchises, leading global media outlets, premier advertising agencies and major Hollywood studios, we understand the sector is complex and multi-faceted, operating across multiple jurisdictions and responding to an array of different stakeholders. We have seen that businesses that respond to sustainability issues in a reactive, siloed manner may risk their market position, profit, access to capital and brand value.

We take a holistic approach to these complexities. We begin with our extensive experience advising clients on such issues as intellectual property protection, finance, corporate governance, regulatory compliance, media rights, antitrust and competition law, and disputes and crisis management. Our team combines this in-depth legal experience across the MSE sector with wider experience on cross-cutting ESG issues to offer our clients integrated, comprehensive advice whatever their circumstances – whether developing a sustainability strategy or managing disputes and crises.

Leaders in the transition to a sustainable future face not only risks and challenges but ample opportunities for growth. Our team strives to work with our clients to manage the risks and harness the opportunities in this transition.

MEDIA, BROADCASTING AND FILM

Media, broadcasting and film companies face systemic risks associated with customer engagement, data security and the right to privacy. Content regulation has moved beyond mere compliance; consumers have become social media activists and companies are judged for media bias, prejudice and discriminatory content. For example, film and content companies are exposed to key person risk and are highly vulnerable to social controversies which may result in program changes and cancellations. While social factors predominate, film studios and broadcasters today are also facing pressures to address environmental concerns – to limit emissions and ensure energy efficiency and to manage waste in high-budget productions.

PUBLISHING

For the publishing industry, the changing nature of its relationship with the consumer in the digital era has uncovered new sustainability challenges. Companies need to respond to customer concerns, particularly on data privacy and security, as well as regulatory concerns on anti-competitive practices and content regulation. Compliance in one area is often not enough to meet stakeholder expectations: for example, social movements are raising pressure on publishers to be accountable for content.

ADVERTISING

The shift to a greater emphasis on sustainability and ESG issues is particularly noticeable in the advertising sector, where brands are increasingly making claims about their products' sustainability credentials and are also giving greater precedence to ethical issues in ad placement. Given the increased importance of sustainability issues to consumers, advertising regulators are more closely focusing on such matters. This means that compliance with advertising regulation around issues such as environmental ad claims, charity

partnerships, and social cause-linked marketing campaigns is more important than ever before, for both advertisers and agencies.

SPORTS TEAMS AND LEAGUES

The focus in sports has largely been on the social aspects of ESG, including anti-discrimination, equality and diversity and inclusion, as well as the governance aspects, such as fraud and corruption. Sports teams and leagues that have failed to meet stakeholder expectations – for example, with respect to racial inequities and sexual harassment – have faced social and stakeholder, including sponsor, backlash. In addition, stadiums are now routinely evaluated on environmental performance, including emissions, energy efficiency and waste management.

INTERNATIONAL EVENTS

International events involve a range of sustainability considerations, from regulation of emissions, energy use and waste management to supply chain management, employment rights, and jurisdictional risks in each host country. The coronavirus disease 2019 (COVID-19) pandemic, which swiftly led to the cancellation or postponement of competitions and performances on every level around the world, has shown how such large-scale events can be particularly vulnerable to social and environmental factors. Planning for events such as international sport competitions will continue to be challenging in the new normal.