



## Media, urheilu ja viihde

DLA Piper on noussut suosituksi median, urheilun ja viihteen parissa toimivien asiakkaiden keskuudessa, jotka vaativat huippuluokan edustamista ja odottavat ensiluokkaista asiakaspalvelua. Ymmärrämme, miten media-, urheilu- ja viihdealat toimivat. Olemme kokeneita ja luotettuja neuvonantajia, ja tarjoamme palvelujamme kaikilla tärkeillä lainkäyttöalueilla. Asiakkaamme hyötyvät syvällisestä toimialatuntemuksestamme ja kokemuksestamme sekä luovasta, ratkaisukeskeisestä ja reagoivasta lähestymistavastamme.

Meillä on markkinoiden johtava kansainvälinen tiimi media-, urheilu- ja viihdealan lakimiehiä Amerikassa, Aasian ja Tyynenmeren alueella, Euroopassa ja Lähi-idässä. Tarjoamme maailmanlaajuisen liikejuridiikan asianajotoimiston osaamisen sekä kokeneen verkoston, joka ulottuu ympäri maailman.

DLA Piper on kärkijoukoissa antamassa media-, urheilu- ja viihdealan toimijoille rahoitukseen, lainaamiseen, investointi- ja yritysasioihin, tuotantoihin ja oikeuksien ostamiseen, mediaoikeuksien hyödyntämiseen, live-urheilutapahtumien ja muiden tapahtumien järjestämiseen ja hyödyntämiseen, immateriaalioikeuksien suojaamiseen ja täytäntöönpanoon, sääntely- ja hallintoasioihin, kartelli- ja kilpailulainsäädäntöön, stadionien ja areenoiden rakentamiseen sekä riita-asioiden ratkaisemiseen liittyvää neuvontaa.

Tarjoamme neuvontaa liigoille, seuroille, franchise-omistajille, mediatoimijoille, mainostajille, kansainvälisille ja kansallisille hallintotahoille, oikeuksien haltijoille, toimistoille ja promootoreille, studioille, jakelijoille, tapahtumajärjestäjille, sponsoreille, sijoittajille, pankeille ja muille johtaville yrityksille ja yksityishenkilöille.

Our global team is regularly recognized as a leading legal team:

- Band 1 in TMT (*Chambers Global 2021*)
- Band 1 in TMT (*Chambers Asia-Pacific 2021*)
- Band 2 in TMT: Media (*Chambers Europe 2021*)
- Band 2 in Sports Law (*Chambers USA: Nationwide 2021*)
- Tier 1 in TMT: Media and Entertainment (*Legal 500 UK 2022*)
- Band 2 in Sport (*Chambers UK 2022*)
- Band 1 in TMT (*Chambers UAE 2021*)
- Plus many other national top tier rankings in *Chambers* and *Legal 500*.

### KEY CONTACTS

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- Rahoitus
- IP ja teknologia
- Riidanratkaisu
- Kiinteistöt

A selection of our recent experience includes advising:

- Liverpool Football Club and Athletics Grounds Limited (LFC) in defending a GBP1.13 million claim brought by sports intermediary Winlink Marketing Limited
- Premier League with its broadcasting and media rights activities
- A.S. Roma and its affiliates with the construction, planning, real estate and corporate matters for the new Stadio della Roma and related mixed-use development
- Los Angeles Chargers in connection with their relocation from San Diego to Los Angeles
- NBA China regarding its complex matters, including responding to a shifting audio-visual regulatory landscape (primary re: the European Digital Single Market), virtual advertising issues and a wide variety of other commercial arrangements
- Qatar's Supreme Committee for Delivery & Legacy on partnership arrangements for the development of a stadium and tournament infrastructure and the legacy redevelopment of one of the 2022 Football World Cup tournament sites
- Vice Media on the creation of 'VICELAND', a series of linear television channels
- Los Angeles Football Club in connection with corporate, tax, finance, employment and commercial matters relating to its run up to its first MLS match and new stadium
- Dentsu Aegis, the world's leading, focused media and digital communications group, with various transactions
- Discovery on its pan-European acquisition of rights to the Summer and Winter Olympic Games for 2018-2024. US and international sporting organizations on trademark, athlete rights of publicity, and ticket resale issues relating to the Olympic Games
- Australian Football League on the landmark acquisition of Melbourne's Etihad Stadium
- Lenders' counsel in connection with a new stadium for Raiders Las Vegas
- Lenders' counsel in connection with a new stadium for Tottenham Hotspur
- Germany's leading broadcasters in connection with important regulatory issues, including advertising regulation on product placement or insertion of adverts, license obligations to carry third parties and the protection of minors
- Various international broadcasters and media companies such as ESPN, Disney, Lionsgate, Warner Bros, Discovery, Scripps, Vice Media, and beIN Sports on the carriage/distribution of their channels and content, in arrangements with various platform operators, including advice on their OTT and other direct to consumer strategies
- The NBA on Ofcom Broadcast Regulations and UK Gaming Law; betting regulation in a number of jurisdictions; sponsorship and marketing arrangements with a number of partners; and issues related to COVID-19
- Unicef UK's ground-breaking partnership to become the official charity of the Rugby League World Cup 2021
- Sony Entertainment Television on acquiring and exploiting media rights to international cricket events, including the Indian Premier League and ICC Cricket World Cups
- LEGO on all international distribution arrangements to broadcasters and other digital platforms for various LEGO television including advising on, drafting and negotiating the content license agreements. We also advise LEGO on various EU broadcast regulations including the Audio Visual Media Services Directive
- Unilever on its recent partnership with the "League of Legends" global esports events
- Zenimax on their worldwide trademark and copyright protection strategy, as well as on leading enforcement actions against counterfeiting and unauthorized pre-launch use, in connection with the release of one of the biggest video game rollouts in history, The Elder Scrolls

## INSIGHTS

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### Publications

#### 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.

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#### Gambling Laws of the World

1 September 2022

Our Gambling Laws of the World guide gives a comparative overview of gambling legislation across a number of countries globally.

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## 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

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## 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.

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## 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.

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## 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.

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## 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?

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## 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.

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## Thrills, spills and poison pills – An Australian legal perspective on Musk’s latest battle

26 April 2022

Enigmatic billionaire, Elon Musk, has a rocky history with US corporate law and regulators. Just the other day a US judge ruled his 2018 Tesla ‘take-private’ tweet was misleading. Now, in his latest headline grabbing corporate play, Musk has taken aim at his social media platform of choice, Twitter, and in doing so, has brought into focus fundamental questions about the proper role of a company’s board.

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## 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.

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## 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.

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## 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.

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## 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.

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## 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

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explore key questions.

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## California Attorney General issues non-compliance notices regarding loyalty program requirements under the CCPA

7 February 2022

The launch of the investigative sweep of businesses offering loyalty programs builds on recent enforcement efforts and signals the AG's latest CCPA enforcement priority.

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## Yet more changes in 2022 to California's laws regulating automatic renewals: do your current practices meet the new standard?

7 February 2022

Important signals of California's intent to remain the country's leader in this space and a reminder for companies doing business in one of the world's largest economies to check whether their current practices meet the new standard.

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## Technology Sector Deals Year in Review: 2021

28 January 2022

Select technology sector deals from 2021.

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## 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:

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## Why I Lawyer: Q&A with Scott Wilson

6 January 2022

### [WHY I LAWYER](#)

I love being in the trenches with a client who is facing a crisis on multiple fronts—in litigation, with government investigators, and in the media—and charting a path through all the uncertainty.

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## 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

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assets connected with the UK.

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## Mark it: 4 big trademark, copyright and advertising trends we are watching for 2022

4 January 2022

The significance of these trends will only grow in the coming months.

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## 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.

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## 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.

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## 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.

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## 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.

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## Social media's impact on the life sciences industry

8 November 2021

### [AT THE INTERSECTION OF SCIENCE AND LAW PODCAST SERIES](#)

Chris Campbell and Jody Rhodes are joined by Sarah Heineman, Senior Assistant General Counsel at Bayer, to discuss how social media affects the public's view of medicine and science.

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

4 November 2021

The FTC again sends the message that it is closely monitoring advertising on social media and will act to stop practices it views as deceptive and unfair.

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## **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

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## **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.

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## **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.

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## **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.

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## **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.

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### **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](#).

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### ***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).

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### **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.

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### **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.

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### **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.

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### **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.

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## **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"?

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## **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.

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## **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).

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

6 January 2021

Some of our most popular guidance.

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## **Boardroom Brexit: What the deal means for business**

31 December 2020

### **BOARDROOM BREXIT**

Welcome to this last edition of Boardroom Brexit, marking the end of the negotiations and the agreement of a new trade deal, the UK-EU Trade and Cooperation Agreement (TCA). In this edition, we summarise the impact of the deal on all aspects of business operations in one place – please use the hyperlinks below to help you navigate the report.

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## 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.

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## 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.

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

22 December 2020

Music innovation offers fertile ground for patent protection.

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## 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.

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## 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.

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## 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.

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## 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

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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.

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### **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.

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### **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.

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### **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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### **Supreme Court Corner: Q4 2015**

2 DEC 2015

A recent fair use decision, plus three significant cases to watch

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### **Penn State Ninth Interim Report**

5 DEC 2014

This is the ninth quarterly report of Senator George J. Mitchell - the Independent Athletics Integrity Monitor - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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### **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.

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### **Penn State Third Annual Report**

21 SEP 2015

This is the third annual report of the Independent Athletics Integrity Monitor – Charles P. Scheeler - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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### **Penn State Eleventh Interim Report**

29 MAY 2015

This is the eleventh quarterly report of the Independent Athletics Integrity Monitor - Charles Scheeler - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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### **Penn State Tenth Interim Report**

27 FEB 2015

This is the tenth quarterly report of Senator George J. Mitchell - the Independent Athletics Integrity Monitor - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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### **Penn State Second Annual Report**

8 SEP 2014

This is the second annual report of Senator George J. Mitchell - the Independent Athletics Integrity Monitor - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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### **Penn State Seventh Interim Report**

30 MAY 2014

This is the seventh quarterly report of Senator George J. Mitchell - the Independent Athletics Integrity Monitor - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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### **Penn State Sixth Interim Report**

28 FEB 2014

This is the sixth quarterly report of Senator George J. Mitchell - the Independent Athletics Integrity Monitor - on Penn State's progress in implementing the requirements of the Athletics Integrity Agreement among Penn State, the NCAA and the Big Ten Conference.

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### **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

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### **Law à la Mode**

1 MAY 2012

## LAW À LA MODE

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### Law à la Mode

1 DEC 2011

## LAW À LA MODE

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### UK: The real risk of cyber attack

1 AUG 2011

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## EVENTS

### Previous

#### Employment law trends in the Media, Sport and Entertainment sector

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

Webinar

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#### American Film Market's panel, "The Future of Production"

1 November 2021 | 5:00 pm - 6:30 pm PT

Webinar

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#### Entertainment Partners explores the future of production

1 November 2021

Webinar

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#### Embracing Digital Evolution

15 September 2021

Webinar

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#### The intersection of private equity and sport

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

Webinar

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## The changing business and legal landscape: Key considerations for companies in 2021

5 March 2021 | 1:00 – 2:30 ET  
Webinar

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### Media and sport: Anti-piracy, esports and gambling

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

Webinar

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### Media: Social media and music

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

Webinar

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### EDPB recommendations for safeguarding data transfers after Schrems II

19 November 2020  
Webinar

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### Planning for an Uncertain World

16 November 2020  
[TECHLAW EVENT SERIES](#)

Webinar

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### Sport: Sport and sports finance

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

Webinar

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### Media: OTT and film

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

Webinar

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### **DLA Piper advises Paycor on exclusive naming rights for Cincinnati Bengals' stadium**

22 August 2022

DLA Piper advised Paycor HCM, Inc., a leading human management company based in Cincinnati, on the stadium naming rights of the Cincinnati Bengals. The home of the defending AFC champions will now be known as "Paycor Stadium."

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### **Jason Lueddeke named to the *Daily Journals* 2022 Top 40 Under 40 list**

4 August 2022

DLA Piper is pleased to announce that Jason Lueddeke has been named to the *Daily Journals* 2022 Top 40 Under 40 list.

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### **DLA Piper announces new firm, practice and office leadership**

18 July 2022

DLA Piper is pleased to announce a number of leadership changes across the firm.

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### **Angela Agrusa named to the *Los Angeles Business Journal's* 2022 Top 100 Lawyers list**

17 May 2022

DLA Piper is pleased to announce that Angela Agrusa, managing partner of the firm's Los Angeles offices, was named to the *Los Angeles Business Journal's* 2022 Top 100 Lawyers list.

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### **Four DLA Piper lawyers named to *Variety's* 2022 Legal Impact Report**

21 April 2022

DLA Piper is pleased to announce that four of its lawyers have been named to *Variety's* 2022 Legal Impact Report highlighting the top attorneys in the entertainment business.

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### **Jason Lueddeke named to the *Daily Journals* 2022 Top Intellectual Property Lawyers list**

21 April 2022

DLA Piper is pleased to announce that Jason Lueddeke has been named to the *Daily Journals* 2022 Top Intellectual Property Lawyers list.

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### **Jason Lueddeke named to *Billboard's* 2022 Top Music Lawyers list**

29 March 2022

DLA Piper is pleased to announce that Jason Lueddeke has been named to *Billboard's* 2022 Top Music Lawyers list.

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### **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.

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### **DLA Piper advises ZASH in acquisition of AdRizer through ZVV Media Partners, its joint venture with Vinco Ventures**

16 February 2022

DLA Piper represented ZASH Global Media and Entertainment Corporation through its ZVV Media Partners, LLC joint venture with Vinco Ventures, Inc. (NASDAQ: BBIG) in the acquisition by Vinco of AdRizer LLC, a leading publisher and analytics solution company in the digital advertising space. As a result of the acquisition, AdRizer is now a wholly owned subsidiary of Vinco and will be fully integrated into video-sharing social networking platform Lomotif, which is owned by ZVV.

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### **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.

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### **Tom Ara named to Variety500 list recognizing the most influential business leaders shaping the global media industry**

5 January 2022

DLA Piper is pleased to announce that Tom Ara, co-chair of the firm's Entertainment Transactions and Entertainment Finance practices, has been named to the Variety500, an annual list by *Variety* of the 500 most influential business leaders shaping the global media industry.

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### **DLA Piper advises video creation and editing app Vochi on its sale to Pinterest**

27 December 2021

DLA Piper has advised Vochi, a video creation and editing app, on its sale to Pinterest, a US-based image sharing and social media service. The acquisition will help Pinterest bring more quality video content to the platform with more ways to watch, make and shop creator ideas.

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### **DLA Piper advises GigCapital4 in business combination with BigBear.ai**



13 December 2021

DLA Piper represented GigCapital4, Inc. in its business combination with BigBear.ai.

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### **Four DLA Piper lawyers named to *Variety's* 2021 Dealmakers Impact Report**

9 December 2021

DLA Piper is pleased to announce that Tom Ara, Katherine Imp, Alexander Steinberg and Robert J. Sherman have named to *Variety's* 2021 Dealmakers Impact Report in recognition of their contributions to entertainment deal making in 2021.

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### **DLA Piper partners Peter White, Mark Whitaker and Richard Rubano named to *Sports Business Journal's* Power Players: Outside Counsel list**

26 October 2021

DLA Piper is pleased to announce that Peter White, global co-chair of the firm's Media, Sport and Entertainment sector, partner Mark Whitaker and partner Richard Rubano have been named to *Sports Business Journal's* Power Players: Outside Counsel list, which recognizes the firms and lawyers handling the most notable sports business transactions.

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### **DLA Piper advises Dundee Partners in its US\$1.1 billion acquisition, with KKR, of Kobalt Capital's Fund II music rights portfolio**

19 October 2021

DLA Piper represented Dundee Partners, the investment office of the Hendel family, in its acquisition, together in a joint venture with global investment firm KKR, of the KMR Music Royalties II portfolio from Kobalt Capital Limited for approximately US\$1.1 billion.

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### **DLA Piper advises HarbourView Equity Partners in its launch and strategic relationship with Apollo Global Management**

8 October 2021

DLA Piper represented HarbourView Equity Partners, a global alternative asset manager focused on investment opportunities in the media and entertainment space, in its recent launch and the establishment of a strategic relationship with Apollo Global Management, Inc. (NYSE: APO) (together with its consolidated subsidiaries, "Apollo"), a global alternative investment management firm. Apollo clients and funds will serve as lead investors in HarbourView.

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### **DLA Piper represents TikTok in launch of its first ever NFT collection**

1 October 2021

DLA Piper is pleased to announce its representation of TikTok in the launch of the video platform's first ever non-fungible token (NFT) collection.

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### **DLA Piper advises Ares Management Corporation and Goldman Sachs in recapitalization of Inter Miami CF**

29 September 2021

DLA Piper represented funds managed by the Credit Group of Ares Management Corporation in a US\$150 million preferred equity investment in Inter Miami CF. DLA Piper also represented Goldman Sachs as agent, and the other lenders in a US\$150 million senior

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loan to Inter Miami CF. Both transactions closed simultaneously.

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### **Mike Peacock named to Emerging Leaders of Gaming 40 Under 40 list**

23 September 2021

DLA Piper is pleased to announce that Mike Peacock, an associate in the firm's Intellectual Property and Technology practice, has been named by Emerging Leaders of Gaming and *Global Gaming Business* magazine as a member of the Emerging Leaders of Gaming 40 Under 40 Class of 2022. The list recognizes young professionals making significant impacts in the casino gaming industry.

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### **DLA Piper advises Parsec in its US\$320 million sale to Unity**

12 August 2021

DLA Piper is representing Parsec in its sale to Unity (NYSE: U) for US\$320 million.

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### **DLA Piper advises Smilegate in US\$100 million investment in That's No Moon Entertainment**

3 August 2021

DLA Piper represented Smilegate Entertainment in its recent US\$100 million dollar strategic investment in That's No Moon Entertainment.

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### **DLA Piper shortlisted in five categories for The Deal Awards 2021**

2 August 2021

DLA Piper is pleased to announce that the firm has been shortlisted in five categories by *The Deal* in its annual awards recognizing the advisers, professionals, firms and banks driving the market forward.

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### **DLA Piper team wins preliminary injunction blocking Florida's social media "deplatforming" law**

1 July 2021

DLA Piper obtained a preliminary injunction yesterday blocking enforcement of Florida's social media "deplatforming" law.

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### **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.

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### **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.

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### **DLA Piper partner Raymond Williams named a Distinguished Leader by the *Legal Intelligencer***

22 June 2021

DLA Piper is pleased to announce that Raymond Williams has been named to the *Legal Intelligencer's* 2021 list of Distinguished Leaders.

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### **DLA Piper lawyers and practices ranked in latest Chambers edition**

1 June 2021

DLA Piper today announced that the firm received 216 lawyer rankings and 94 firm rankings in *Chambers USA's* 2021 guide.

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### **Tom Ara and Benjamin Mulcahy named to *The Hollywood Reporter's* 2021 Power Lawyers list**

27 May 2021

DLA Piper is pleased to announce that Tom Ara and Benjamin Mulcahy have been named to *The Hollywood Reporter's* 2021 Power Lawyers list highlighting the 100 top attorneys in Hollywood.

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### **DLA Piper advises Centroid Investment Partners in its agreement to acquire TaylorMade Golf Company**

11 May 2021

DLA Piper represented Seoul-based private equity firm Centroid Investment Partners in its agreement to acquire TaylorMade Golf Company, Inc.

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### **DLA Piper advises Synergy Sports in its sale to Sportradar**

11 May 2021

DLA Piper represented Synergy Sports in its sale to Sportradar.

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### **DLA Piper partners and firm COO named to *Law360* 2021 Editorial Advisory Boards**

10 May 2021

DLA Piper is pleased to announce that 11 of its lawyers, as well as firm COO Bob Bratt, have been named to *Law360's* 2021 Editorial Advisory Boards.

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### **Angela Agrusa named to the *Los Angeles Business Journal's* 2021 Women of Influence list**

28 April 2021

DLA Piper is pleased to announce that Angela Agrusa was named to the *Los Angeles Business Journal's* 2021 Women of Influence: Attorneys list honoring Los Angeles's most influential women attorneys.

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### **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.

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### **Seven DLA Piper lawyers named to *Variety's* 2021 Legal Impact Report**

9 April 2021

DLA Piper is pleased to announce that seven of its lawyers have named to *Variety's* 2021 Legal Impact Report highlighting the top attorneys in the entertainment business.

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### **DLA Piper advises Northland Investment Corporation and Larry Gottesdiener in acquisition of the Atlanta Dream**

18 March 2021

DLA Piper represented Northland Investment Corporation and Larry Gottesdiener in the acquisition of the Atlanta Dream, a WNBA franchise, from former US Senator Kelly Loeffler and Mary Brock.

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### **DLA Piper advises ZASH in its acquisition of Lomotif**

23 February 2021

DLA Piper represented ZASH Global Media and Entertainment Corporation in its acquisition of Lomotif Private Limited.

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### **DLA Piper advises investor Ira Lubert in agreement with Bally's Corporation to construct and manage Pennsylvania casino**

5 January 2021

DLA Piper represented private equity investor Ira Lubert in a US\$120 million agreement with Bally's Corporation to jointly design, develop, construct and manage a Category 4 licensed casino in Pennsylvania.

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### **DLA Piper represents Dr. Seuss Enterprises in precedential Ninth Circuit copyright appeal**

4 January 2021

DLA Piper represented Dr. Seuss Enterprises, L.P. (DSE), the owner of rights to the books and characters of Theodore Geisel (better known as Dr. Seuss), in a successful copyright appeal before the Ninth Circuit Court of Appeals.

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### **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.

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### **DLA Piper receives Distressed M&A Deal of the Year Award from *The M&A Advisor* for Open Road Films**

## transaction

10 November 2020

DLA Piper is pleased to announce that the firm received a Distressed M&A Deal of the Year award from *The M&A Advisor* in recognition of its representation of Raven Capital Management in its US\$87.5 million acquisition of certain assets of Academy Award®-winning Hollywood studio Open Road Films.

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## 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.

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## Peter White named to the *National Law Journal's* 2020 list of Sports & Entertainment Trailblazers

1 October 2020

DLA Piper is pleased to announce that Peter White has been named to the *National Law Journal's* 2020 list of Sports & Entertainment Trailblazers.

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## Sustainability and ESG

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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.