



媒体、体育和娱乐

对需要优质法律服务代理以及寻求卓越客户服务的媒体、体育和娱乐行业的各方而言，欧华律师事务所已经成为他们的首选。

我们的律师了解媒体、体育和娱乐行业的工作方式。我们拥有经验以及在任何主要司法管辖区域提供法律咨询的服务网络，是值得信赖的法律顾问。我们具有深厚的行业知识和经验，并通过创造性的解决方案，积极响应客户的需求，令客户充分受益。

我们拥有业内顶尖的国际律师团队，办事处遍布欧洲、美国、中东、非洲、亚太和南美洲。作为一家全球商业律师事务所，我们的代理业务网络遍布世界各地。

欧华律师事务所长期居业内领先地位，可在以下方面为媒体、体育和娱乐行业提供建议：融资、借贷、投资和公司事务、制作和产权收购、媒体权利运用、体育赛事直播及其他活动的举办和转播、知识产权保护和执行、监管和行政问题、反垄断和竞争法、体育场和赛场建设和争议解决。

我们向以下各方提供建议：联赛球队、俱乐部、特许经营业主、广播电台、广告商、国际和国内管理机构、持权人、代理机构和筹办人、电影公司、分销商、承办方、赞助商、投资者、银行和其它知名企业及个人。

排名

我们的律师在欧洲、中东和美国入选Chambers律师名录。2013年，我们在媒体和娱乐类别（英国）、技术、媒体和电信类别（阿拉伯联合酋长国）和体育类别（伦敦）入选一级事务所，在体育法类别（美国）入选二级事务所。此外，我们入选了法律500强博彩类别（伦敦）一级事务所。

代表性案例

- 向英超联赛就广播和媒体权利战略及其重要的解码卡诉讼各方面提供法律建议。英超联赛的国内和国际媒体权利交易是美国境外世界体育赛事的单笔最大交易，我们建立了创新的交易结构，允许转播商在获得转播许可后进行跨平台、技术中立的转播，同时，针对盗版威胁提供复杂的版权保护。
- 代表旧金山四十九人队（49人队），以10.5亿美元的价格为加利福尼亚圣克拉拉的李维斯体育场建设进行了再融资，募集了银行和私人配售市场以及美国国家橄榄球联盟的资金。2012年3月，我们代理49人队为新体育场的建设进行了8.5亿美元原始优先担保分期付款融资。我们还帮助球队建立了最初的交易结构，利用一个特拉华州法定信托作为资本市场的借款人，Forty Niners SC Stadium Company LLC (StadCo)和圣克拉拉体育场管理局作为放款人，分别出资4亿美元和4.5亿美元。圣克拉拉体育场管理局拥有李维斯体育场的所有权，在美国国家橄榄球联盟赛季期间将体育场租赁给StadCo，由StadCo转租给49人队。

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- 金融
- 知识产权与技术
- 诉讼、仲裁和调查
- 房地产
- Corporate Disputes

- 代表半岛电视台媒体网络收购了Current Media, LLC。半岛电视台是一家知名媒体公司，拥有涵盖新闻、纪录片和体育等20多个频道。Current Media, LLC是美国有线电视网络Current TV的运营商。我们还就BeIN体育频道在美国的播放提供法律咨询服务。BeIN Sport隶属于半岛电视台媒体网络，随着该媒体网络美国用户的增长，我们就其知识产权、公司事务、税收和人才／劳务聘用提供法律建议。欧华律师事务所目前继续就媒体、娱乐和商业需求，向半岛电视台媒体网络和BeIN体育频道提供法律建议，并担任其外部法律顾问。
- 向bwin.party Digital Entertainment提供法律建议，推动其与Zynga达成突破性的协议，共同在英国上市。Zynga是世界上最大的社交游戏公司。这项协议涉及复杂的商业监管和知识产权的专业知识，展现了我们在互动博彩和社交游戏快速渗透的领域中具备的实力。
- 向一家好莱坞主流电影公司提供法律建议，推动其为10部电影进行了价值4亿美元的跨司法管辖区结构化融资。我们帮助该公司建立了复杂和尖端的结构安排，涉及监管、税收和众多跨境问题。该融资结构按有关电影的票房表现，为投资者带来回报。
- 代理Abu Dhabi United Group (ADUG)以1亿美元的价格收购了纽约市足球俱乐部(NYCFC)。该俱乐部是一支新球队，是美国职业足球大联盟第20支扩编俱乐部，将在2015年参与联赛。拥有曼城足球俱乐部的ADUG，是新俱乐部的大股东。纽约洋基队也对俱乐部进行了投资，并将成为俱乐部管理团队的活跃成员，特别是在纽约一个新体育场的建设方面。

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.