



## Media, Sport, Gaming and Entertainment

DLA Piper's team has emerged as a top choice for those involved in the media, sport, gaming and entertainment industries—industries which demand the very best representation and expect superior client service.

Our lawyers understand the way the media, sport, gaming and entertainment industries work. We are trusted key advisors, with the experience and reach to advise in any major jurisdiction. Our clients benefit from our deep industry knowledge and experience, and from our creative, solution-oriented and responsive approach.

We have a market-leading international team of lawyers throughout Africa, Asia Pacific, Europe, the Middle East and North America. We offer the benefits of a global business law firm, with a network of experience extending across the world.

DLA Piper is at the forefront of advising the sports, media and entertainment industries on finance, investment and corporate issues, production and rights acquisition, the exploitation of media rights, the staging and exploitation of live sports and other events, intellectual property protection and enforcement, regulatory and administrative issues, antitrust and competition law, theme park and stadium and arena development and management, and the resolution of disputes.

We advise film studios and producers, distributors, broadcasters, promoters, advertisers, rights holders, leagues, clubs, franchise owners, international and national governing bodies and agencies, event promoters, sponsors, investors, banks and other leading corporations and individuals. We also provide a coordinated hub for advising the leading gaming operators and suppliers in the gaming sector in respect to the myriad of local laws and regulation pertaining to the activities.

Our extensive experience covers:

- Advertising and marketing
- Audio-visual piracy
- Broadcasting/television
- Computer games
- Digital media
- Film
- Finance
- Gambling
- Gaming

### KEY CONTACTS

#### Nick Fitzpatrick

Partner

London

T: +44 (0)20 7796 6046

[nick.fitzpatrick@dlapiper.com](mailto:nick.fitzpatrick@dlapiper.com)

#### Frank W. Ryan

Americas Chair

New York

T: +1 212 335 4850

[frank.ryan@dlapiper.com](mailto:frank.ryan@dlapiper.com)

#### Peter C. White

Partner

New York

T: +1 212 335 4555

[peter.white@dlapiper.com](mailto:peter.white@dlapiper.com)

- Corporate
- Data Protection, Privacy and Security
- Patent Litigation
- Trademark and Copyright
  
- Media, Sport and Entertainment
- Technology

- International sports federations
- Live events
- Media
- Music
- Olympic and world-level events
- Publishing
- Sponsorship, licensing and merchandising
- Sports data
- Sports media rights
- Stadium development
- Theme park development and management

## EXPERIENCE

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- Advising the Premier League on all aspects of its broadcasting and media rights strategy and its landmark decoder card litigation. The Premier League's domestic and international media rights deals are the largest in world sport outside the United States and are innovatively structured to allow cross-platform, technology neutral exploitation by licensees while providing sophisticated protections against the threat of piracy.
- Representing Al Jazeera Media Network, a leading media company with more than 20 channels covering news, documentary and sports, in its acquisition of Current Media, LLC, operator of US-based cable network Current TV. Also counselling BeIN Sport, an affiliate of Al Jazeera Media Network, in connection with its US launch and providing intellectual property, corporate, tax, talent/employment advice as the network grows its US subscribership. DLA Piper continues to counsel Al Jazeera Media Network and BeIN Sports with its ongoing media, entertainment and business needs and acts as general outside counsel.
- Advise many of the world's leading gambling operators and suppliers regularly. We provide advice to the sector across a variety of practice groups, including commercial, IP, tax and, of course, gambling regulatory matters. With respect to regulatory understanding, DLA Piper is the only global law firm with genuine experience across all the major regulated markets.
- Advising a major Hollywood studio on a US \$400 million, multi-jurisdictional, structured financing for a slate of more than 10 films. We assisted with the development of the complex and cutting edge structure which involved regulatory, tax and numerous cross-border issues. The structure provided a return to investors based on the box office performance of the films in question.

## AKTUELLES

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### Publikationen

#### 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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## 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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## 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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## 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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## Glücksspielstaatsvertrag 2021

10. Mai 2021

Am 1. Juli 2021 tritt der neue Glücksspielstaatsvertrag 2021 (GlüStV 2021) in Kraft, der weitreichende Änderungen und Spielraum mit sich bringt. Darüber hinaus arbeitet der Gesetzgeber an einer Änderung des Rennwett- und Lotteriegengesetzes (RennwLottG), um die Besteuerung der neuen Glücksspielregulierung anzupassen.

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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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## Impact of Brexit on the media, sport and entertainment industries

21 January 2021

On 1 January 2021, the Brexit transition period came to an end and the UK is now no longer subject to the rules of the EU. In this article, we take a look at the key issues of Brexit on the media, sport and entertainment industries and what the EU-UK Trade and Cooperation Agreement (TCA) means in respect of these sectors.

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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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## 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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## Celebrity endorsements on social media: 7 tips for navigating the right of publicity

26 JUN 2014

How far can you leverage the names and images of celebrities when promoting your brand online?

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## Law à la Mode - Edition 14

24 OCT 2014

### [LAW À LA MODE](#)

A quarterly e-magazine from our Fashion, Retail & Design Group with the latest industry news, comment and legal updates, with a particular focus on technology in this edition.

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13 MAY 2014

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## Law à la Mode Edition 12 - Winter 2013/14

13 JAN 2014

### [LAW À LA MODE](#)

The Middle East editorial team is delighted to bring you the Winter edition of Law à la Mode, the quarterly legal magazine from our

global Fashion, Retail, and design group.

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## **UK: The real risk of cyber attack**

1 AUG 2011

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## **NEWS**

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### **DLA Piper erwirkt jugendschutzrechtliche Positivbewertung des Altersverifikationssystems „Pay N Play“ von Trustly**

7. April 2022

DLA Piper hat die Trustly Group AB erfolgreich im Verfahren zur Positivbewertung ihres Altersverifikationssystems „Pay N Play“ durch die Kommission für Jugendmedienschutz (KJM) vertreten.

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### **DLA Piper berät SevenVentures bei Beteiligung an der Sanity Group**

30. März 2021

DLA Piper hat SevenVentures bei der Beteiligung im Rahmen eines Media-for-Equity-Investments im mittleren einstelligen Millionen Euro Bereich an der Sanity Group beraten.

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### **DLA Piper erreicht für Spiegel-Verlag Vorlage beim Großen Senat des Bundesverwaltungsgerichts zu Informationszugangsfragen**

25. März 2021

DLA Piper vertritt den SPIEGEL-Verlag als Herausgeberin des Nachrichtenmagazins „DER SPIEGEL“ in zwei Verfahren vor dem Bundesverwaltungsgerichts (BVerwG).

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### **DLA Piper advise Liverpool Football Club on sponsorship claim defence**

14 September 2020

DLA Piper has successfully represented The Liverpool Football Club and Athletics Grounds Limited (LFC) in defending a GBP1.13 million claim brought by sports intermediary Winlink Marketing Limited.

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### **DLA Piper erringt wegweisende Entscheidungen beim Bundesverwaltungsgericht im Streit um Sat.1-Lizenz**

20. Juli 2020

DLA Piper hat für die ProSiebenSat.1 TV Deutschland GmbH und für die Sat.1 SatellitenFernsehen GmbH im Streit mit der Landeszentrale für Medien und Kommunikation Rheinland-Pfalz und der Hessischen Landesanstalt für privaten Rundfunk und neue Medien einen Erfolg vor dem Bundesverwaltungsgericht errungen und zwei Grundsatzentscheidungen erstritten.

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