



## 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

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- 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.

## INSIGHTS

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### Publications

#### 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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#### State Treaty on Gambling 2021

10 May 2021

On 1 July 2021, the new State Treaty on Gambling 2021 (*Glücksspielstaatsvertrag 2021 – GlüStV 2021*) will come into force, bringing with it far-reaching changes and possibilities. In addition, the legislator is working on an amendment to the Race Betting and Lotteries Act (*Rennwett- und Lotteriegesez – RennwLottG*) to adapt taxation to the new gambling regulation.

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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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## Coronavirus: reopening businesses – compliance risks

24 April 2020

Companies looking to reopen are urged to do so in compliance with varying, changing government restrictions to avoid longer term liabilities that could potentially outweigh short term gains

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## Contract analysis in a crisis: flowcharts

7 April 2020

Flowcharts providing considerations for analyzing commercial contracts in the context of the COVID-19 pandemic through a logical process flow that can serve as a practical checklist.

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## **Cost-cutting considerations in the time of COVID-19 (Part 3 – employment issues outside the US)**

7 April 2020

A deeper dive into various cost-saving measures and their viability for employers outside the US.

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## **COVID-19 and the "essential business" designation: Practical guidance for businesses that fall in the gray area between "essential" and "non-essential"**

6 April 2020

Certain frequently asked questions as well as practical guidance.

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## **Beyond social distancing: What employers need to know to keep their workplaces safe and manage privacy obligations in the face of COVID-19**

2 April 2020

Guidance from OSHA, EEO and CDC to help employers seeking to protect the health, safety and privacy of their on-site employees.

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## **Coronavirus: Cybersecurity considerations for your newly remote workforce (United States)**

31 March 2020

Cyber risk management involves balancing the productivity of a workforce with ensuring confidentiality, integrity and availability of the company's own systems and data, as well as that of their supply chain.

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## **Coronavirus: DHS Response to COVID-19 - What US Employers Need to Know**

29 March 2020

Key questions and answers related to the new DHS guidance.

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## **Coronavirus: Cyber hygiene practices**

25 March 2020

While the world is responding to the coronavirus disease 2019 (COVID-19), and individuals are increasingly focused on personal hygiene and social distancing, augmenting cyber hygiene efforts at home and at work are increasing in importance too.

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## **Coronavirus: Employee furloughs, reductions-in-force and similar temporary cost-saving measures (Part 2 – Employment issues outside the US)**

25 March 2020

A general overview of key employment issues to consider outside of the US in light of COVID-19.

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## **Coronavirus: Employee furloughs, reductions-in-force and similar temporary cost-saving measures in the US - Part 1**

25 March 2020

Key employment-related issues for US-based employers in relation to cost-saving measures due to COVID-19.

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## **Panels examine trademark litigation and the CCPA at our 13th annual Women in IP Law CLE Luncheon**

19 December 2019

Most of the more than 180 guests were leading IP counsel] for some of the Bay Area's largest tech companies.

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## **New changes to Russian gambling rules signal continued development of online gambling**

25 October 2019

Recent changes in law have solidified the emerging legal framework for online betting in Russia.

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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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## **Law à la Mode**

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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## **Events**

### **Previous**

#### **Webinar: Impact of COVID-19 on the sports sector - Update**

30 April 2020

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## **NEWS**

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### **DLA Piper advises SevenVentures on investment in Sanity Group**

30 March 2021

DLA Piper has advised SevenVentures on its media-for-equity investment in Berlin-based start-up Sanity Group. The investment sum is in the single-digit million range.

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### **DLA Piper represents Spiegel on information access request**

25 March 2021

DLA Piper has represented SPIEGEL, publisher of the news magazine „DER SPIEGEL“, in two proceedings before the Federal Administrative Court (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 wins landmark broadcasting dispute at the Federal Administrative Court for SAT.1**

21 July 2020

DLA Piper has obtained two landmark decisions on central broadcasting law issues for ProSiebenSat.1 TV Deutschland GmbH and Sat.1 SatellitenFernsehen GmbH in a dispute with the state media authorities of Rhineland-Palatinate (LMK) and of Hesse (LPR) at the Federal Administrative Court (BVerwG).

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