



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

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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

- 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

Publications

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.

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.

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.

ICO's provisional green light of Gambling Commission's Single Customer View raises important issues for gambling operators, their officers, and bettors

26 October 2021

The ICO has provisionally given the green light of Gambling Commission's Single Customer View which would allow data gathered by gambling operators regarding individual player behaviours to be aggregated and shared with other operators. This article discusses the risks associated.

Court awards damages for breach of Data Protection Act where CCTV coverage exceeded lawful basis

21 October 2021

A recent court judgement illustrates the risks associated with the installation of security cameras at property and why it is vital to ensure a lawful basis for capturing and processing such images exists.

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.

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 Lotteriegeseztz – RennwLottG*) to adapt taxation to the new gambling regulation.

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.

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.

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

22 December 2020

Music innovation offers fertile ground for patent protection.

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.

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?

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.

Law à la Mode

13 MAY 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.

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.

Law à la Mode

20 SEP 2012

[LAW À LA MODE](#)

This issue of Law à la Mode is brought to you by our German editorial team, in the midst of a month in which fashion capitals around the globe are enjoying Fashion Week S/S 2013.

Law à la Mode

1 MAY 2012

[LAW À LA MODE](#)

Law à la Mode

1 MAR 2012

[LAW À LA MODE](#)

Law à la Mode

1 DEC 2011

[LAW À LA MODE](#)

Law à la Mode

26 AUG 2011

[LAW À LA MODE](#)

UK: The real risk of cyber attack

1 AUG 2011

Law à la Mode

10 MAY 2011

[LAW À LA MODE](#)

Law à la Mode

9 FEB 2011

[LAW À LA MODE](#)

NEWS

DLA Piper obtains positive evaluation of Trustly's age verification system "Pay N Play" under youth protection law

7 April 2022

DLA Piper has successfully represented Trustly Group AB in the proceedings for the positive assessment of its age verification system "Pay N Play" by the Commission for the Protection of Minors in the Media.

DLA Piper advises Fabric Ventures on USD7 million investment into "Petaverse Network"

11 March 2022

DLA Piper has advised Fabric Ventures on leading the USD7 million investment into Tiny Rebel Games (TRG), a Wales based developer of richly designed games and AR with a focus on integrating NFT / blockchain technologies.

DLA Piper partners Amrit Mclean and Nick Fitzpatrick recognised in The Lawyer's Hot 100 list

17 January 2022

DLA Piper's Head of Pensions De-risking Amrit Mclean and Global Co-Chair for the Media, Sport and Entertainment sector Nick Fitzpatrick have been recognised in The Lawyer's prestigious Hot 100 list for 2022.

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.

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).

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.

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).
