

CMS Media and Sports Highlights 2021



CMS has had another busy year, acting on a range of international media and sports deals and cases, some of which you'll find detailed here. We were also pleased to be the only firm included in Tier 1 for Media in Chambers Europe-wide. The latter half of the year saw us publish a new report exploring how the industry is addressing the climate crisis:

We also launched a series of short videos to explain copyright rules revamped:

We look forward to having the chance to connect with our clients in-person in 2022, and maybe even breaking the hiatus of the **CMS Media Summer Party!**

“ Major presence in the media sphere, offering superb expertise in corporate matters. Advises broadcasters on channel distribution agreements, and film producers on major motion picture development.

Chambers and Partners 2022

- Advised **Access Entertainment** and **Sky Ventures** on the sale of their interests in Bad Wolf to Sony Pictures Television.
- Advised **Aldar Properties**, the largest property development company in the UAE on a three-year sponsorship agreement with City Football Group (CFG), specifically concerning **Manchester City Football Club**.
- Advised **Asacha Media** on its acquisitions of Red Planet Pictures and WAG Entertainment content production businesses.
- Advised **Comcast** and **ViacomCBS** on aspects of their strategic joint venture partnership to launch **SkyShowtime**, a new European subscription video on demand service, including on the content supply arrangements and media regulatory advice.
- Advised **the founders and UK management team of Moonbug** on the UK tax aspects of its acquisition by Candle Media, the next-generation media company run by Kevin Mayer and Tom Staggs and backed by investment capital from Blackstone.
- Advised **Global** on its acquisition of podcast hosting platform, Captivate.
- Advised **ITV** on investments by its media for equity fund in Feel Holdings and Nineteen21 Limited (trading as ismybillfair.com).
- Advised **Jeremy Clarkson** on all aspects of the arrangements for series 2 of Clarkson's Farm.
- Advised **Landsec** on its acquisition of a majority interest in **MediaCity**, Europe's leading digital, media and technology hub.
- Advised **Merkle** on its agreement to acquire LiveArea, a global customer experience and commerce agency, from Nasdaq quoted PFS Web Inc.
- Advised **NewsUK** on the set up of its new flagship channel TalkTV and on its talent partnership with Piers Morgan across TV, newspapers and books.
- Advised **SEGRO** on its agreement to lease new production space to **Netflix**.
- Advised **SIS** in *The Racing Partnership Ltd & Ors v Done Brothers*, a complex case relating to the creation and provision of horseracing betting odds and other data relating to horseraces.
- Advised **a sports governing body** on its contract with a digital platform for the minting and sale of NFTs and blockchain-based digital collectibles.
- Advised **Spreadex** on its agreements for the front of shirt sponsorship of **Burnley FC** and the back of shirt sponsorship for **Fulham FC**.
- Advised **UEFA** on its anti-piracy work and obtaining and maintaining 'live' blocking injunctions to prevent internet users from accessing particular targeted servers which are streaming illegal transmissions of UEFA games.
- Advised **ViacomCBS** on a transformative distribution partnership with Sky across the UK, Ireland, Italy, Germany, Switzerland and Austria, to launch its premium streaming service **Paramount+** in multiple territories in Europe.
- Advised **a Czech investment group** owned by businessmen **Daniel Křetínský** and **Patrik Tkač** on the acquisition of a significant stake in **West Ham United**.

Extensive international presence



Band 1
Media Chambers
and Partners
Europe-wide

Tier 1
Legal 500
UK: Media and
Entertainment

Tier 1
Media Law
International UK

Tier 1
Legal 500
Germany:
Entertainment

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Hungary: TMT

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Hungary: TMT

Tier 1
Legal 500
Poland: TMT

Tier 1
Legal 500
Singapore: TMT

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Celebrated gaming and games tax relief practice, and strong presence in the digital and social media field. Highly respected advertising and marketing department with a glittering brand-side client base. Significant commercial and contentious music practice.

Chambers and Partners 2022

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CMS is highlighted for its ‘diverse experience and subject matter expertise across a range of areas’ in the media and entertainment space.

Legal 500 2022