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Media and Entertainment

Global leaders in media

These are exciting times for the media sector, given the opportunities – and challenges – arising from the convergence of media, technology and telecoms, consolidation to counter the competition from tech giants, changes in consumer behaviour and content delivery, the proliferation of data, and an ever-changing regulatory regime heavily influenced by political and economic factors.

Our outstanding team of media lawyers advises on all aspects and sub-sectors of media. Our heritage in, commitment to and in-depth knowledge of the media landscape continue to ensure we can quickly focus on what really matters to you. We understand your business and can help you make the decisions that protect your position and maximise your commercial opportunities. You will see that the reputation we have for a strong commercial approach and a desire to get things done is thoroughly deserved.

Sector insight

Over the last 30 years we have worked on industry-defining commercial arrangements/corporate transactions and litigation in advertising, film, TV, digital and social media, games, music and publishing. We have advised on the creation of global TV production powerhouses, the financing of award-winning films, and helped to establish new platforms and drive new forms of content exploitation.

Well connected

Our team includes some of the world's leading media practitioners. We have lobbied on behalf of the sector; sit on the boards of industry bodies such as British Screen Advisory Council, IntoFilm, Women in Film and Television and CASBAA; and regularly contribute to trade publications and speak at leading industry events. We use our connections to help our clients.

Full service

Our media sector experience runs across the firm and each of our service lines, from M&A through litigation and regulatory to contracts. Our media team also works alongside our market leading technology and telecoms experts to provide the best advice on convergence trends, adtech, virtual and augmented reality, anti-piracy and more.



Unrivalled breadth of industry knowledge and vast expertise spanning film and TV financing, and production, as well as broadcasting, advertising, publishing, music and digital media matters.

Legal 500, 2017

How we help you

Brexit

With the impending Brexit, we've been busy advising a number of broadcaster and VOD platform clients on their operations from a media regulatory perspective.

Commercial and regulatory

As a business operating in today's fast-changing media landscape, you need the best possible advice from experienced practitioners who have seen your commercial deals and examined your business models from all angles. We also have best in market media regulatory skills advising clients on licensing and compliance as well as regulatory issues arising in a transactional context.

Corporate

Whether you're looking for or making an investment, carrying out M&A or negotiating a JV, we have the expertise and experience to help. We have leading corporate media specialists who combine their expertise in advising on the full spectrum of corporate transactions with their experience of advising on high profile media deals.

Competition and anti-trust

We have one of the largest competition practices in Europe and our lawyers have in-depth knowledge of how competition rules apply to IP-rich businesses. We can help you devise your business strategies to address industry issues and take advantage of the opportunities they offer.

Intellectual property

The incisive commercial management of intellectual property plays a key role in obtaining a competitive advantage for any media business. Our IP lawyers and patent and trade mark attorneys specialise in trade mark prosecution and enforcement, unfair competition, domain names, copyright, design and database rights and patents, as well as being experts in protecting TV format rights.

Litigation and reputation management

We are often called on to assist clients involved in the biggest media crises and disputes. Our dispute resolution and reputation management specialists are at the forefront of legal and technological developments, acting on the most sophisticated and complex cases across all aspects of the media industry including online and social media.

Tax

In a sector where tax efficiency can be critical to the commercial arrangements, having tax advisers who understand not only the tax issues but also the specific rights deal that is being negotiated and the industry itself is invaluable. Our tax people are second to none in this area.

Finance

As well as having a dedicated team of film and TV financing specialists, our general finance team has a rare understanding of the media industry. We have led the market in creating and defining media and IP finance as a specialist sector in banking. We advise large corporates in the media sector where they act as lenders or investors. We are founder members of the Association of Media and Technology Lenders, established to provide a voice for the industry.

Consumer products and brand management

We also advise companies in the consumer products and retail sector on product launches and brand management. This includes sponsorship of high profile formats, such as the X Factor, and celebrity endorsement deals as well as advice on technical standards, compliance and health and safety.



Major presence in the media sphere, offering superb expertise in corporate matters.

Chambers and Partners, 2019

Highlights of our media experience

Advance

On its purchase of Stage Entertainment, one of the world's largest theatre producers and owners, operating 20 theatres and partnering with world-renowned creative talent to produce shows attended by over seven million visitors annually. A CMS media team across the UK, the Netherlands, Germany, France, Spain, Italy, Russia and Luxembourg supported Advance.

AETN

On the launch of the first series of MasterChef Asia, and on a series of investments in TVPlayer, the UK live online TV service. We also advise AETN on carriage negotiations with various platforms.

BBC and BBC Worldwide

On implementing digital switchover (the UK's most significant broadcast engineering project) and on interests in various joint ventures including Britbox, BBC America and UKTV. We also advised on a strategic media investment in Asia-Pacific.

BT

On its multi-year agency deal for BT to market and sell Sky's NOW TV service to BT TV customers. We also advised BT on various aspects of the launch of the BT Sports channels and the AMC channel.

Burda Media

On the acquisition of Immediate Media, the publisher of high-profile magazine titles including Radio Times, Top Gear and CBeebies, from Exponent private equity house.

21st Century Fox

On the joint venture with Apollo Global Management forming EndemolShine, one of the world's largest television production companies. We also advised EndemolShine on a series of international acquisitions and joint ventures.

Circle Media Group

On its acquisition of the CPI group, a leading European book printing business. A CMS media team across Austria, France, Germany, the Netherlands, Spain and the UK advised.

Comcast Corporation

On its £30bn bid for Sky Plc – the biggest takeover ever seen in Europe's media industry. A team across multiple CMS territories including the UK, Germany, Austria and Italy advised on the specialist media, telecoms and gambling regulatory aspects of the deal. CMS teams in Albania and Ukraine also advised on anti-trust aspects.

Dentsu Aegis Network

On a series of investments and acquisitions including on acquiring content agency John Brown Media, on acquiring market research business B2B International, and various strategic M&A investments in Asia-Pacific. We also provide digital and data support.

ECB

On the £1.1bn sale of the England and Wales Cricket Board's broadcasting and media rights. Sky Sports and BBC were awarded new five-year media rights agreements for all of ECB's domestic and international matches played at home from 2020 to 2024.

Endeavor

On the UK aspects of its acquisition of NeuLion, the leading online streaming technology company and the acquisition of Clifford French, the UK headquartered sports and entertainment communications agency.

Facebook

On commercial and regulatory matters including potential acquisition of rights.

Global Media

On its acquisitions of UK out of home advertising businesses, Outdoor Plus and Primesight, and its acquisition of European out of home advertising business, Exterion Media. A CMS media team across Italy, Luxembourg, France, the Netherlands, Spain and the UK advised.

IMG Media

On its 50/50 joint venture with Perform Group to establish FC Diez Media set up to advise CONMEBOL on their commercial rights for football club competitions in South America from 2019-22.

ITE

On its acquisition of Ascential's exhibitions business and associated rights issue and debt financing.

Liberty Global

On a full range of services including multiple acquisitions, and a wide range of legal issues in support of its DTH services in Hungary, Czech Republic and Slovakia.

LittleStar Films

On the development, financing, production and distribution of the new Mamma Mia film 'Mamma Mia! Here We Go Again', starring Meryl Streep, Pierce Brosnan and Colin Firth.

Ministry of Sound

On the disposal of its recorded music business to Sony Music. The deal saw Sony Music acquire the label and its stable of artists, back catalogue and compilations business.

NBCUniversal

On its strategic co-production arrangements with TF1 and RTL and its TV production joint venture with Harry Potter producer, David Heyman. We also advise on various commercial and regulatory matters in Asia-Pacific.

Sports Information Services

On the sale of SIS Live, provider of broadcast connectivity services, to NEP Group, a worldwide outsourced technical production partner supporting premier content producers of live sports and entertainment.

The Grand Tour

On the overarching deal between our client and Amazon for the show (at the time the UK's largest original programme commission) and on all legal and business affairs support for the production.

TVCatchup

On the industry defining dispute concerning our clients UK terrestrial broadcasters ITV, Channel 4 and Channel 5 and the live streaming of broadcasts by TVCatchup Limited.

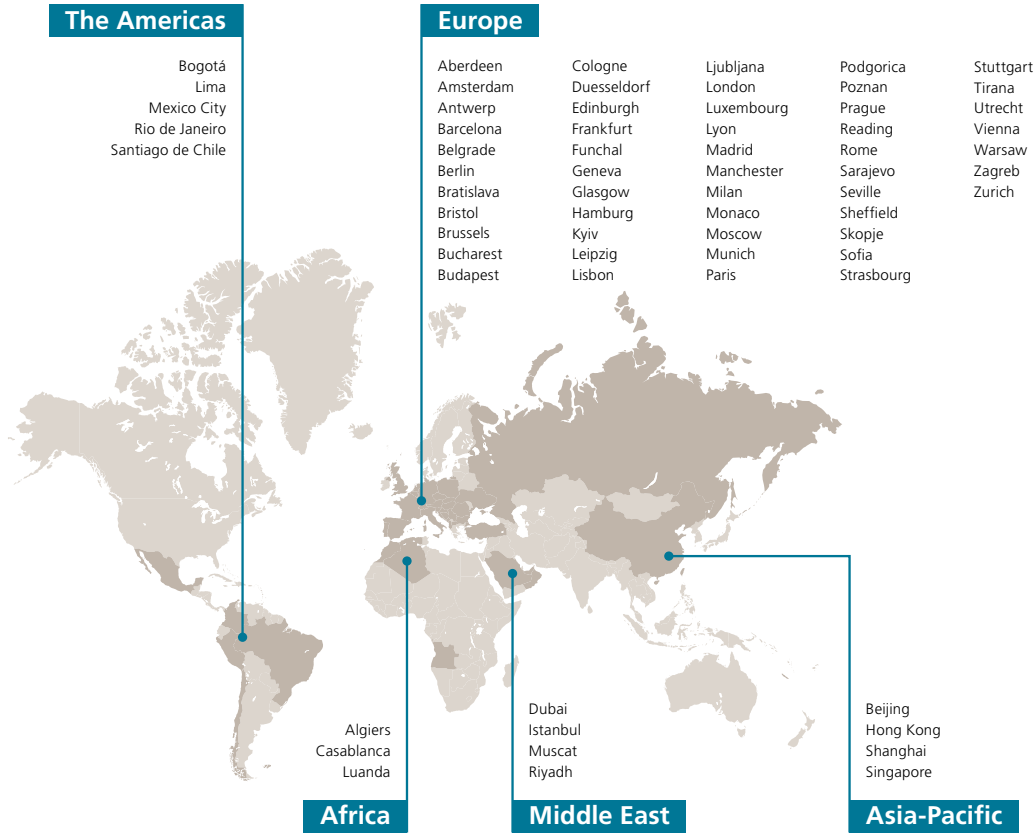
Viacom

On the acquisition of UK broadcaster Channel 5, the outsourcing of the Channel 5 advertising sales function to Sky Media and the carriage deals for all Viacom UK pay channels on the Sky platform.

Warner Music

On the acquisition of the Parlophone Label Group, comprising the Parlophone and Chrysalis labels and other former EMI recorded music operations.

About CMS



RANKED NO. 1 BY M&A DEAL COUNT IN UK AT H1 2018



RANKED NO. 1 BY M&A DEAL COUNT IN CEE 2017



RANKED NO. 1 BY M&A DEAL COUNT IN GERMANY 2017

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Get in touch



Victoria Gaskell
UK
T +44 20 7067 3230
E victoria.gaskell@cms-cmno.com



Paul Guite
UK
T +44 20 7067 3465
E paul.guite@cms-cmno.com



John Enser
UK
T +44 20 7067 3183
E john.enser@cms-cmno.com



Mark Devereux
UK
T +44 20 7067 3202
E mark.devereux@cms-cmno.com



Selina Potter
UK
T +44 20 7067 3193
E selina.potter@cms-cmno.com



Dóra Petrányi
CEE
T +36 1 483 4820
E dora.petranyi@cms-cmno.com



Florentin Sanson
France
T +33 1 47 38 40 33
E florentin.sanson@cms-fl.com



Anne-Laure Villedieu
France
T +33 1 47 38 55 00
E anne-laure.villedieu@cms-fl.com



Pietro Fringuelli
Germany
T +49 221 7716 165
E pietro.fringuelli@cms-hs.com



Italo de Feo
Italy
T +39 06 478151
E italo.defeo@cms-aacs.com



Dolf Segaar
The Netherlands
T +31 20 3016 307
E dolf.segaar@cms-dsb.com



Jose Luis Arnaut
Portugal
T +(351) 210 958 100
E joseluis.arnaut@cms-rpa.com



Rob Flaws
Dubai
T +971 4 374 2807
E rob.flaws@cms-cmno.com



Matt Pollins
Singapore
T +65 9648 7800
E matt.pollins@cms-cmno.com



A slick, multi-skilled operation.

Chambers and Partners, 2019



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CMS Cameron McKenna Nabarro Olswang LLP
Cannon Place
78 Cannon Street
London EC4N 6AF

T +44 (0)20 7367 3000
F +44 (0)20 7367 2000

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