

CMS Media and Sports Highlights 2023

The CMS Media and Sports team has had another busy year, supporting our diverse client base (ranging from international corporates to individual creatives and founders), on a broad range of projects including new product launches, IP exploitation and protection, reputation management, regulatory and internal investigations, production financings, M&A and fundraisings, some of which you'll find detailed here.

Our continued position as a Band 1 ranked firm for TMT: Media in Chambers Europe is further reinforced by the growth in our team, including Sam Oustayiannis being promoted to the partnership in the UK and our capabilities in Scandinavia continue to grow, with the addition of CMS Wistrand in Sweden, where we now have two offices.

We look forward to supporting our media and sports clients from CMS offices around the world in 2024.

Over the past year, we have advised:

- **160 Over 90**, an Endeavor Group entity, on the acquisition of XYZ agency.
- **Asylum Entertainment**, an Endeavor Group entity, on the investment in Moon & Back Media.
- **Barclays** on financing the latest "Masked Singer" specials.
- **Box to Box Films** on a minority investment by Bruin Capital.
- **Coutts & Co** on the financing of the latest Naomie Harris film "Robin and the Hood" and Idris Elba's latest project "Above the Below".
- **Creativity Capital** on production finance in connection with numerous film, TV and video game projects, including "The Bayou" and "Defoe".
- **Formula E** on the sale of its US rights to Roku and CBS.
- **ITV** on investments by its media for equity fund in each of architectural tech company, Resi, the pet health and wellness company, PitPat, the pain relief brand, Flarin, and the plant-based meat business, THIS.

- **ITV** on matters relating to Phillip Schofield including the external review led by Jane Mulcahy KC.
- **LiveScore Group**, the sports media and sports betting group, on its acquisition of South Africa-based software development specialist, Wonderlabz, and on its sportsbook partnership with Swedish sports betting technology and services provider, Kambi Group plc.
- **A major OTT video service provider** on the launch of the new advertisement-supported tier.
- **Leicester City Football Club** on a CMA Competition Act investigation in relation to the sale of Leicester City-branded products and merchandise in the United Kingdom.
- **A number of clients** in relation to the CMA's investigation into suspected anti-competitive behaviour relating to freelance and employed labour in the production, creation and/or broadcasting of television content.
- **Moonbug Entertainment** on enforcement against unauthorised "Blippi" events.
- **NBCUniversal and Sky (both owned by Comcast)** on their new partnership with African media company MultiChoice Group for the Showmax streaming service.
- **OpenBet**, an Endeavor Group entity, on the acquisition of neccton.
- **The Premier League** on its UK sales process for the 2025/26 – 2028/29 football seasons, including the award of rights to Sky, TNT Sports and the BBC, for a total deal value of £6.7 billion - collectively the largest sports media rights deals ever agreed in the UK.
- **Sister**, the media group co-founded by Elisabeth Murdoch, on its partnership with, and significant stake in, TV and tech entertainment business, Yes Yes Media, established by Richard Bacon.
- **TNT Sports** act in relation to the enforcement of TNT Sports' intellectual property rights in the United Kingdom.
- **Warner Bros. Discovery** on its acquisition of BluTV, the first local subscription video-on-demand service in Türkiye.

“ CMS has the strongest in-depth sports/media rights team in the UK. The lawyers are experts in the field and respond with insight and great technical knowledge. They are also a pleasure to deal with.

Client Testimonial - Sport, UK - London, Legal 500 2024

Extensive international presence



Band 1 Media Chambers and Partners Europe-wide	Tier 1 Legal 500 UK: Media & Entertainment (Digital Content and Social Media)	Tier 1 Media Law International UK
Tier 1 Legal 500 Germany: Entertainment	Band 1 Chambers and Partners Germany: Media	Tier 1 Legal 500 Hungary: TMT
Tier 2 Chambers Scotland: Media & Entertainment	Tier 1 Legal 500 Poland: TMT	Tier 1 Chambers Belgium: TMT

“ Some of the partners are superhuman in their availability and stamina during intensive periods of negotiation.
Client Testimonial - Media & Entertainment, UK, Chambers & Partners 2024

“ The CMS team are very good. They respond quickly and help to pull together advice in a coherent and user-friendly way.
Client Testimonial - Sport, UK-wide, Chambers 2024

“ CMS have a strong feel for who to involve on a spectrum of matters, from straightforward to very complex. This instils a high degree of confidence that matters have the right eyes on them.
Client Testimonial - Media & Entertainment, UK, Chambers & Partners 2024