

# CMS Media and Sports Highlights 2024



**2024 was eventful for the media sector. The UK's Media Act made it through at the last minute, we have a new Film & TV expenditure credit regime, and an AI consultation launched just before end of the year. Internationally, we've seen significant interest in the Middle East, a pivot towards profitability in streaming and continued focus on live sports. And going into 2025, the stage has been set for transformation amongst the US studios.**

**As a result, the CMS Media & Sports team has had another busy year, supporting clients on everything from new product launches, IP protection, regulatory and internal investigations, to production financing, M&A and fundraisings, and resolving disputes, some of which you'll find detailed here.**



**And we topped off 2024 being named TMT Firm of the Year at the British Legal Awards for our work on the inaugural Esports World Cup in Riyadh.**

Some of the team's 2024 highlights include advising:

- **Asylum Entertainment Group** (the Endeavor owned non-scripted TV business) on its investments into Moon & Back Media, Soho Studios, DARE Pictures and Ladywell Films.
- The **BBC** on its multi-million pound claim against Arqiva following the catastrophic fire at Bilsdale.
- **BBC Studios** on its acquisition of ITV's 50% interest in BritBox International.
- **Coutts & Co** on the financing of numerous projects, including "Wallace & Gromit: Vengeance Most Fowl" and "Molly-Mae: Behind It All".
- **CTS Eventim**, a leading global provider of ticketing services, on its acquisition of See Tickets and the live festivals business owned by Vivendi.
- **Cutting Edge Group**, manager and provider of music for film, tv, advertising, games and live entertainment, on a multi-territory re-organisation as a precursor to a \$500 million debt refinancing, which will be available for the acquisition of music rights.
- **Elysian Film Group** on the development, production and financing of the "Magic Faraway Tree" feature film adaptation.
- **Football DataCo** on the sale of data rights for the media and betting sectors for Premier League, English Football League and Scottish Professional Football League matches from 25/26 to 28/29.

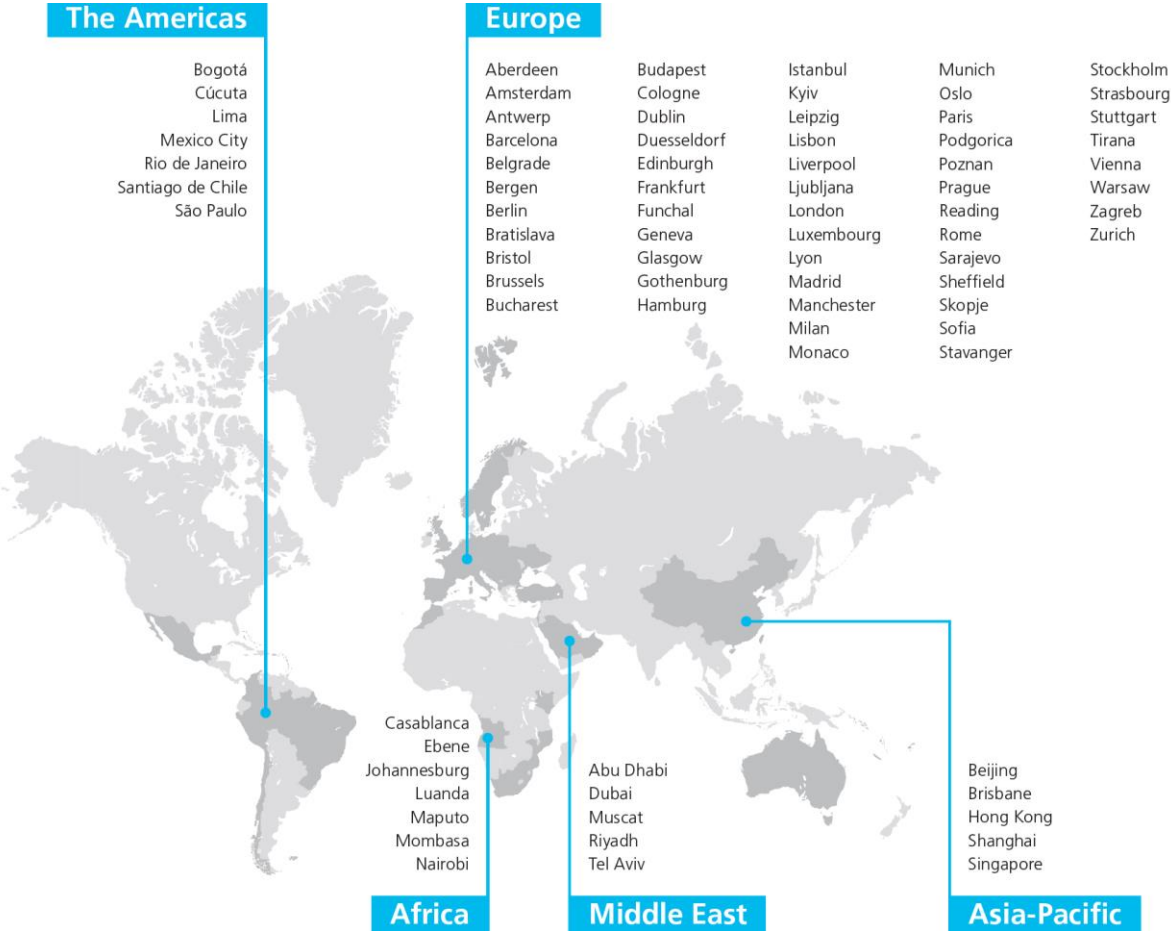
- **Fremantle** on its acquisitions of Asacha Media Group, a leading European TV production group, and of Singapore-based TV production group Beach House Pictures.
- **The International Cricket Council** on its global media rights sales in respect of ICC events played from 2024 to 2031.
- **ITV** on the acquisition of a majority stake in Hartswood Films, the award-winning producers behind Douglas is Cancelled and Sherlock.
- **Matchroom Sport**, the market leading sports promotion company founded by Barry Hearn OBE, on a global partnership with renowned sports marketing agency, Pitch International.
- **Media Concierge** on its recommended offer for news publisher National World plc.
- A number of clients on the **CMA investigation** into suspected anti-competitive behaviour in the TV production sector.
- **On Location**, the premium sports hospitality and events business, on its investment in Wiz-Team, a sports event and data management technology provider based in Lausanne, Switzerland.
- **Paramount+** on the launch of its new ad funded tier.
- **Pathé** on its acquisition of five major titles (including Slumdog Millionaire) from the Celador Films library.
- **The Premier League** on its global media rights sales for the rights cycle beginning with the 2025/26 football season.
- **Sainsbury's**, in a successful ASA complaint against Aldi's "cheapest Christmas dinner" ads.
- **A Sports Governing Body** on the regulatory aspects of multi-club ownership deals.
- **The Esports World Cup Foundation** on the inaugural event hosted in Saudi Arabia in August 2024, and on the planned return of the event in 2025. A CMS team across the UK, Germany and Riyadh advised on hundreds of matters for the staging of the event.
- **TNT Sports** on the enforcement of its intellectual property rights in the UK.
- **UK Cinema Association** on the Copyright Tribunal dispute with PRS for Music over licence fee increases for the UK cinema industry, being the first case filed before the Tribunal in more than 5 years.
- **Winking Studios** a Singapore headquartered business, focussed on art outsourcing and game development services, on its listing on AIM.



**They are really outstanding in everything they do for us. They are very proactive, hugely commercial and experienced in our industry.**

*Client Testimonial - Media & Entertainment, UK, Chambers & Partners 2025*

# Extensive international presence



**Band 1**  
Media Chambers and Partners  
Europe-wide

**Tier 1**  
Legal 500 UK:  
Media & Entertainment  
(Digital Content & 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

**TMT Team of the Year 2024**  
British Legal Awards

**Tier 1**  
Legal 500  
Poland: TMT

**Tier 1**  
Chambers  
Belgium: TMT

“ The best-in-class sports and media rights practice in Europe.  
*Client Testimonial - Sport, London, Legal 500 2025*

“ Terrific depth of knowledge and a genuine understanding of the sector.  
*Client Testimonial – Media Finance, London, Legal 500 2025*

“ Their strengths are their depth of expertise, their ability to manage variability within stakeholders and their ability to add genuine value.  
*Client Testimonial - Media & Entertainment, UK, Chambers & Partners 2025*