

# 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 fund raisings, 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.

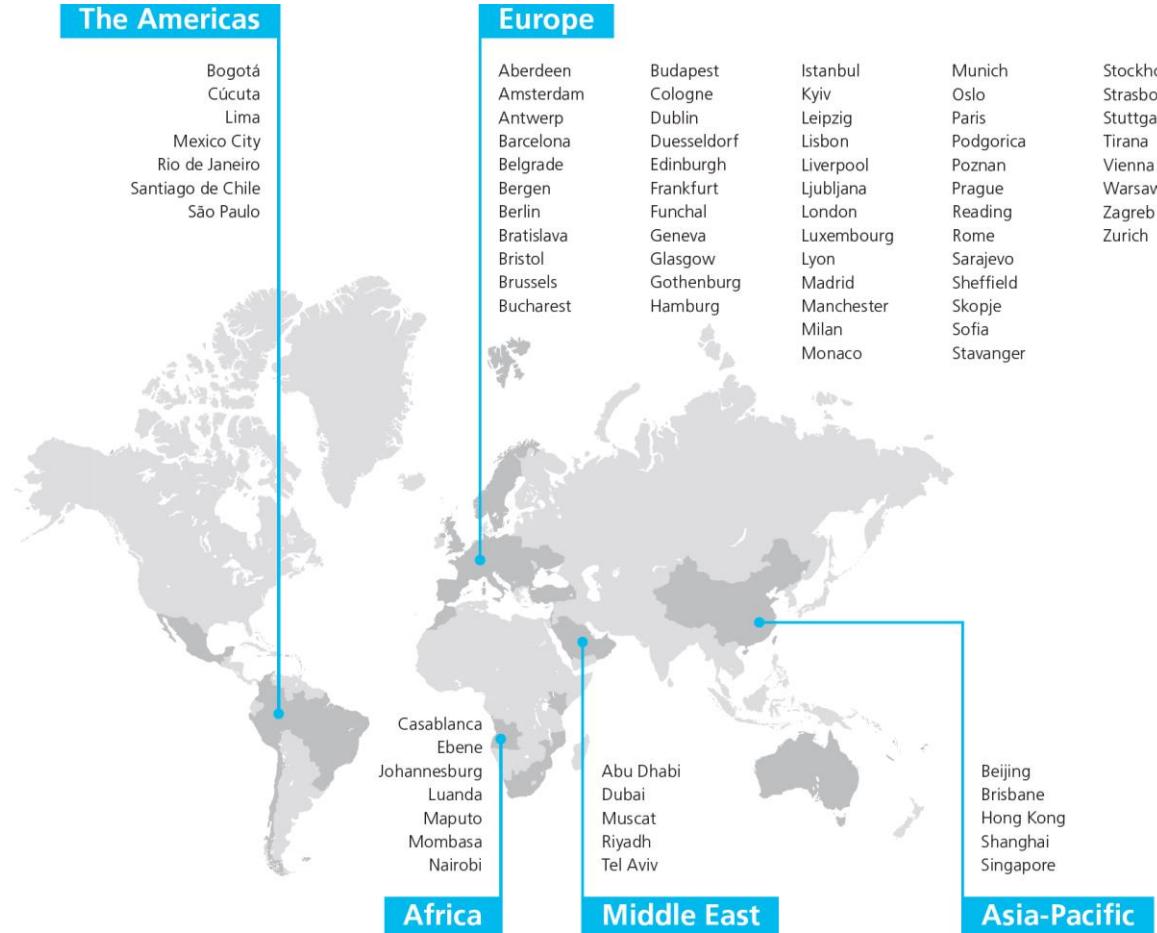
- **Fremantle** on its acquisitions of Asacha Media Group, a leading European TV production group, and of Singapore-based TV production group Beach House Pictures.
- **The International Cricket Council** on its global media rights sales in respect of ICC events played from 2024 to 2031.
- **ITV** on 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*