

# CMS Media and Sports

## Highlights 2025



2025 proved another successful year for our top tier Media & Sports teams. Our work mirrored the industry's key areas of focus – threats and opportunities from generative AI, industry consolidation, ongoing investment in sports and live events and a range of ever-evolving entertainment formats.

We also saw INDUSLAW join CMS to expand our capabilities across India and retained our Band 1 ranking in TMT: Media in Chambers Europe. Our Middle East practice continues to expand in Sports and Esports and, closer to home, CMS was appointed as the sole legal adviser to the 2026 Commonwealth Games.

Here's to even greater things in 2026.

Some of our 2025 highlights include advising:

- **AFC Asian Cup** on strategic planning and commercial, regulatory and IP matters on the organisation of AFC Asian Cup in Saudi Arabia 2027.
- We have continued to support the **BBC** on its arrangements with Arqiva for the ongoing provision of broadcast infrastructure for the BBC's channels and radio stations.
- **Believe**, the world's largest fully independent music distributor and services provider, on its strategic joint venture with Tileyard, a UK management, publishing and record company.
- **Brave Bison Group PLC** on its acquisitions of Engage Digital Partners, Builtvisible and The Fifth.
- **Curtis Brown Group**, the leading literary and talent agency, on its sale of TV production company Cuba Pictures to Vice Media.
- The **England and Wales Cricket Board** on its UK free-to-air media rights agreements for seasons 2025 to 2028.
- The **Esports World Cup** on the 2025 edition of the event hosted in Saudi Arabia and the establishment of the inaugural **Esports Nations Cup**. A CMS team across the UK, Germany and Saudi Arabia is advising on the establishment of this one-of-a-kind tournament.
- The **FIA** on a landmark 30-year extension of its agreement with Formula E, confirming the series' status as the exclusive all-electric single-seater World Championship until 2048.
- **Glasgow 2026 Commonwealth Games** as the sole legal adviser for the Glasgow 2026 Commonwealth Games, advising on all operational contracts and legal work to operate, host and maximise commercial opportunities for the city of Glasgow for the global games.

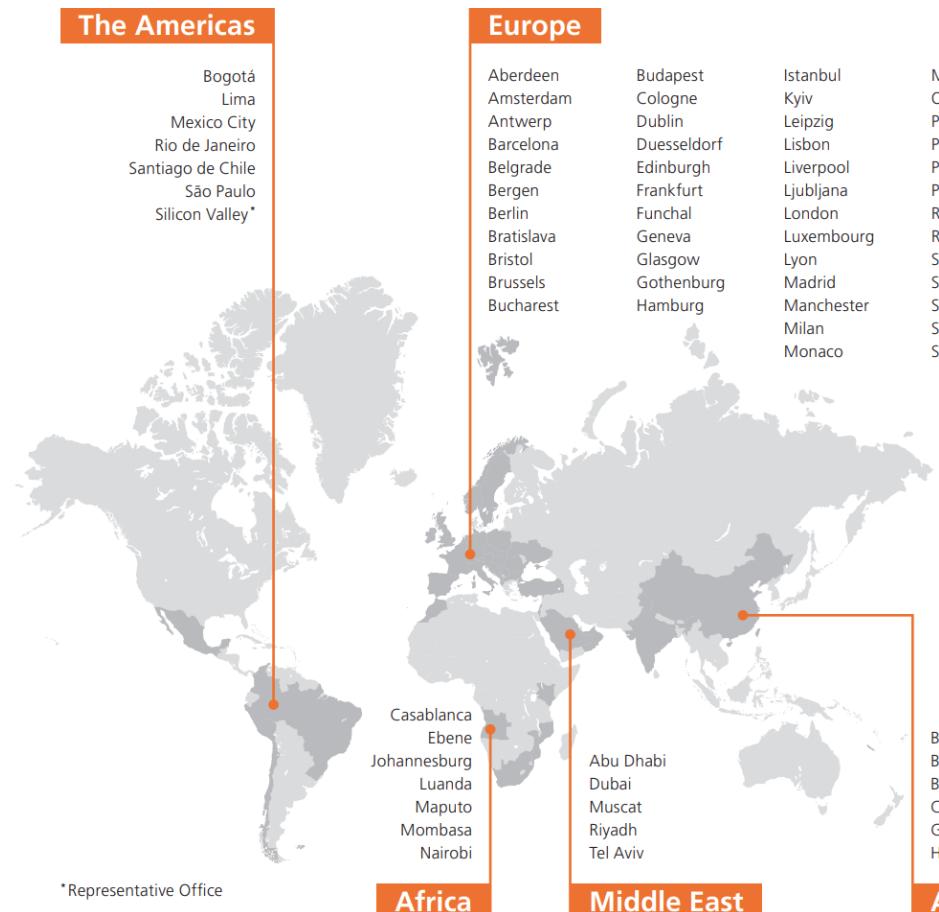
- **Global**, the Media & Entertainment group, on the launch of Global Studios, and the acquisition of leading creator network The Fellas Studios. We also advised Global on its acquisition of a majority stake in Gary Neville's sports podcast company The Overlap.
- **ITV Studios** on the acquisition of a majority stake in Moonage Pictures, the UK-based producer of high-end drama, including global hits *The Gentlemen* and *A Good Girl's Guide to Murder*, as well as on its acquisition of a majority stake in the leading Spanish scripted production company Plano a Plano.
- **M&C Saatchi** on its acquisition of a majority interest in Dune 23 Sport & Entertainment Sports Events Marketing Co LLC, based in Dubai and the acquisition of The Women's Sports Group.
- **The Premier League** on its global media rights sales for the rights cycle beginning with the 2025/26 football season.
- **Sister Pictures** on the acquisition of Dorothy Street, producer of the Victoria Beckham documentary series for Netflix.
- **UEFA** on international consumer promotions, competitions, and services agreements with third party partners, including for campaigns to increase engagement in womens' sport.
- **UKTV** on its ground-breaking partnership to carry the U VOD service on Channel 4 Streaming.
- **Zinc Media Group** on its acquisition of independent production and distribution group Raw Cut.
- Leading UK and European Banks on the financing of numerous projects, including "Angry Birds 3", "Tinsel Town", "Elvis Evolution", "Prima Facie", "The Family Secret" and "The Masked Singer".
- We have continued to advise various organisations in the media and creative industries on **sensitive workplace and talent investigations**, along with the HR, legal, and reputational issues that arise from them.
- Multiple organisations on **cyber breaches** – an ever-present threat for any consumer facing business. We have advised boards on breach preparation and supported on responding to high profile cyber incidents.



CMS offers a global reach with a deep-rooted understanding of differing jurisdictions and their various nuances. Similarly, the firm possesses a vast depth of experience in sport and media

*Client Testimonial - Chambers & Partners 2026*

# 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

**Tier 1**  
Legal 500  
Scotland: Media  
& Entertainment

**Tier 1**  
Legal 500  
Poland: TMT

**Tier 1**  
Chambers  
Belgium: TMT

The practice stands out for its in-depth understanding of the media industries with best in class practitioners who know the market inside out.

*Client Testimonial – Media: Film & TV, London, Legal 500 2026*

The team's strength is their unsurpassed knowledge. They are always accessible, hard-working and good-natured through testing times.

*Client Testimonial - Media & Entertainment, UK, Chambers & Partners 2026*

CMS are absolutely brilliant. I rate them AAA in terms of their professionalism.

*Client Testimonial - Sport, UK-wide, Chambers & Partners 2026*