

CMS Media and Sports Highlights 2020

Despite the turmoil of 2020, the CMS media and sports practices have continued to be busy. The CMS Media team continues to grow and this year saw our Head of Production Finance, Rebekah Hayes, promoted to Partner. Our Sports team was also bolstered by the addition of Geraldine Ryan and her team to our Manchester office, bringing almost 30 years' experience of handling all types of high-profile, high-value and complex litigation, and with a particular focus on reputation risk and sports law.

In 2020 we acted on a host of international media and sports deals and cases, including the following, and are pleased to maintain our top tier rankings.

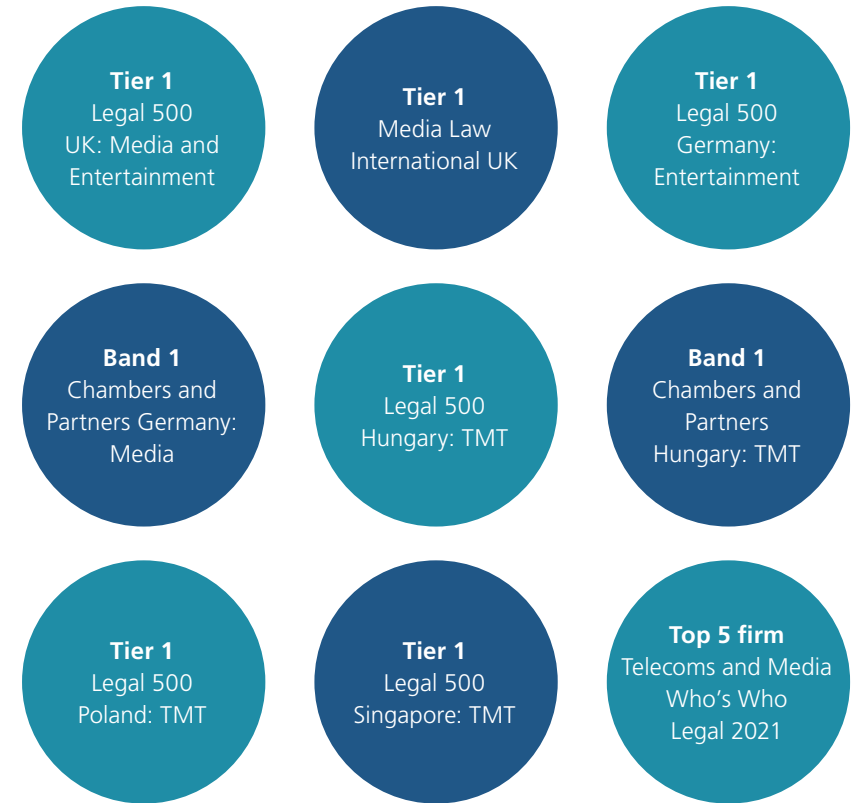
- Advised **All3Media** on its acquisition of leading natural history content producer, Silverback Films.
- Advised a number of leading global media businesses on the launch of their **direct to consumer VOD** offerings across Europe and Asia, based on multiple different business models and including transactional, regulatory and consumer advice.
- Continued to advise **BBC Studios** on the international expansion of Britbox, including to Australia.
- Advised **Satisfaction Group**, the leading independent media content producer in France, on its acquisition of Sony Pictures Television France.
- Advised Spanish media group **Atresmedia** on winning a landmark case before the Court of Justice of the EU, relating to copyright and collective management of copyrights and neighbouring rights. The CJEU decided that broadcasters did not need to pay for synch rights for sound recordings communicated to the public through broadcasting. This case has a significant impact on the audiovisual broadcasting market in Europe.
- Advised **Charlie Brooker** and **Annabel Jones**, the creators of Emmy award winning series Black Mirror and the interactive special Bandersnatch, on setting up their new content production company, Broke and Bones, and on Netflix's investment into the company.
- Advised **Discovery** on its acquisition of the German free TV station TELE 5 from its previous owner LEONINE, as well as a long-term programme licence agreement with the Munich-based previous owner.
- Advised **ITV** on enforcement issues relating to its very successful Love Island TV show and associated merchandise. This involved a range of work from dealing with third party brand owners, whose use of Love Island IP in their own marketing suggested an official connection to the show which did not exist, to dealing with counterfeiters of ITV's official Love Island merchandise.
- Advised **News UK**, the subsidiary of US media conglomerate News Corp, on the sale of its global video programmatic advertising platform, Unruly, to AIM-quoted video adtech company Tremor International.
- Advised **Sporting News**, an investment group led by Tom Hall, one of the world's leading gaming software development experts, on the acquisition of Sporting News, an online platform and website, from the DAZN Group.
- Advised **Global Media & Entertainment** on the launch of their new demand-side adtech platform for outdoor advertising inventory.
- Advised **Stephen Lambert, Tim Harcourt and others** on investment in Studio Lambert Media by All3Media Finance.
- Advised **What3Words** on an investment by 4Ventures and on its Channel 4 advertising sales agreement.
- Advised a number of broadcaster and VOD platform clients on their options from a media regulatory perspective post-**Brexit**.
- Advised a number of sports bodies, esports tournament operators and broadcasters on the effect of **Covid** on sports rights and other agreements.
- Advised various clients on **music rights** issues including use of music in stadia and virtual environments, and major broadcasters and music streaming services on music publishing rights negotiations and disputes.



CMS is noted for its 'global reach' and it leverages its international platform to advise global media companies on high-profile, cross-border deals in the sector.



Extensive international presence



“Not only do the team have an excellent grasp of the legal position, they inherently understand the practical and commercial impact on clients and are therefore able to provide their advice in as helpful a way as possible.

Legal 500, 2021

“Major presence in the media sphere.

Chambers and Partners, 2020