

A photograph of rows of plush red theater seats, viewed from a low angle, receding into the distance. The seats are set against a dark background, and the lighting creates a sense of depth and texture.

MEDIA AND ENTERTAINMENT

An overview of our practice



EVERYTHING MATTERS



WHY DLA PIPER?

- A global legal services organisation with offices across Europe, Asia, the Middle East and the US
- Over 3,700 lawyers in more than 60 cities worldwide provide a broad range of legal services to businesses that operate on a local, regional and global level
- We are relationship driven and committed to meeting the ongoing legal needs of our clients
- We were named Global Law Firm of the Year at *The Lawyer Awards* 2006

OUR MEDIA AND ENTERTAINMENT PRACTICE IN ASIA

- Is one of the few comprehensive sources of legal advice for the media and entertainment industry in Asia

- Together with the support of our established media and sports practice group in London, spans all sectors with clients ranging from emerging companies through to some of the world's most established organisations and brand names
- Benefits from having some of the most reputable and respected media and entertainment lawyers in Asia and London who are able to advise in the following areas:
 - Film and Television
 - Publishing
 - Digital Media
- Is part of the Intellectual Property and Technology group which was recently awarded TMT/IP Team of the Year at the prestigious *British Legal Awards* in 2006 and 2007
- Production services arrangements
- Structuring of international co-productions
- Film financing (including single picture financing, film funds etc)
- Talent services and management arrangements
- Sales agency for single films or film libraries
- Content and film licensing, distribution and exploitation
- Chain of title issues
- Releases and clearances
- Rights management
- Use of original and pre-recorded music
- Merchandising opportunities
- New media including digital exploitation from electronic sell through to patenting digital production technology

OUR SERVICES

Film and Television

The film and television industry is a global business and rapidly changing in Asia. Our specialist team with the legal support of our international offices advises on all legal and commercial issues affecting development, production, and distribution in connection with film and television including:

- Development of screenplays, films, documentaries, television series, video games
- Options for rights

We offer integrated advice addressing the risks of unfamiliar legal and commercial landscapes. With first-hand experience of Asian industries, regulators and markets, we provide tailored legal solutions across multiple jurisdictions in this region.

Some of the film and television clients our lawyers have represented include major and mini Hollywood and Asian film studios, niche independent film companies, producers and directors, financiers, banks, sales agents and distributors, television producers, advertising companies, multi-media companies and film and television festivals.

Publishing

We provide legal support not just in the traditional print sectors of books, magazines and newspapers, but also in the digital delivery world of online, wireless and beyond, from licensing and distribution relationships through to blogs/social networks and search engines, BBS/ Forums, new media rights, online video, music, IM, photo sharing, Digital Rights management (DRM) and publishing disputes.

Our clients include the full range of publishers from trade and consumer to business, authors and agents, retailers, broadcasters and digital media companies as well as other individuals and companies requiring specialist media law advice including:

- Drafting and negotiating contracts from author's agreements through to co-edition, distribution, film, TV and merchandising deals
- Defamation, pre-publication clearance, disputes, injunctions and litigation
- Libel and reputation risks for non-media organisations which are frequently unaware of the danger areas or the extent of their potential exposure
- Confidentiality and privacy issues, including the key related areas of data protection and freedom of information
- Advertising, sales promotion, retail and consumer law

- Rights and all intellectual property law issues from branding to databases
- Compliance with press, broadcast, advertising and other media regulatory codes
- Specific issues relating to e-publishing such as DRM, software licensing and liability for cross-jurisdictional publication
- New services such as blogs/ forums, podcasts, MMS/ IM and other interactive products

Digital Media

With our state-of-the-art knowledge of technology and communications, our practice has developed over the years expertise in advising on all aspects of the production, distribution and exploitation of content in a digital medium, whether it be in film, broadcasting, music, publishing and advertising.

We work with information and entertainment businesses, as well as clients from other industries, on the cutting edge of non-linear, interactive and user-generated services, giving us real skill in navigating the legal and regulatory dangers of an uncertain digital environment. We have the know-how and track record to enable us to develop today the answers to the questions you will ask tomorrow.

As content and distribution platforms converge, liabilities and risks are redefined and protecting the value of content becomes a major challenge.

We provide informed and creative legal solutions in managing rights, defining new relationships and limiting commercial exposure for digital content creators, owners, aggregators, distributors, investors, manufacturers, advertisers and users.

We advise our clients on:

- Distribution and licensing agreements and the risks and liabilities afforded by copyright in these agreements
- Competition law issues, particularly where platforms and their owners merge
- The value of content rights and liabilities during the merger and acquisition or disposal process
- Data protection and freedom of information and the particular legal risks encountered where information crosses borders and media
- The protection and enforcement of IP in the context of digital platforms, particularly in respect of the patentability of databases
- Avoiding disputes, copyright infringement and proceedings and piracy cases
- Linking, deep-linking, framing and other online content issues
- Finance agreements and revenue splits where consumers access content through new channels
- Cross-jurisdictional libel and privacy liabilities where content is transmitted across channels and legal and regulatory borders

RECOGNITION

Expertise of our international team is recognised by leading legal directories *Legal 500* and *Chambers & Partners UK*.

In the most recent editions of both directories, members of our UK team are ranked in the top tier in the *Legal 500* Film and TV category and the *Chambers* Broadcasting category.

ABOUT US

From the quality of our legal advice and business insight to the efficiency of our legal teams, we believe that when it comes to the way we serve and interact with our clients, everything matters.

DLA Piper is a global legal services provider with lawyers across Asia, Europe, the Middle East and the United States.

FOR MORE INFORMATION

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