

Overview

The world of entertainment has changed. Some of the most successful companies in recent years have focused their businesses on social networking, digital publishing, movie and music downloads, streaming audio and video content, online ad targeting and other innovative business models that deliver media and entertainment content to consumers, whenever, wherever and however they want it. Truly a global marketplace, the digital media space is filled with opportunity. Across music, film, TV, books, social media and games, there is growing, sustained interest from traditional investors as well as venture capital funds, angel investors, private equity firms and investment banks.

While Web and mobile distribution of digital media and content creates new markets and opportunities, it also opens the door to equally fast-moving competitors and a whole new range of issues, including piracy and cybercrime, e-commerce and spam legislation, data protection and customer privacy. These are just a few of the challenges companies operating in the digital media sector must face.

You need a firm that understands the opportunities and risks facing your industry. A firm that is agile and responsive to market needs and to the changing face of the digital media sector, and as innovative as the people who work in this industry. You need Dentons.

Turn to our lawyers for local and global representation and clear, unambiguous advice on intellectual property, data protection, customer privacy, financing, and the commercial agreements, business models and regulatory environment that shape this sector. Look to us for innovative business and legal solutions across the digital media industry, including:

- Review and clearance of Web content
- Customer terms of use, privacy policies and anti-spam legislation
- Web site development and hosting arrangements
- Domain name registration and disputes
- Copyright, patent and trademark protection, prosecution and advice
- Lawful intercept and access to computer data
- Online promotions and contests
- Licensing and distribution agreements
- Mergers, acquisitions, joint ventures, public offerings, venture capital and angel investor financings of digital media companies.

Representative Experience

- **Contour Ventures:** Advising in connection with its investment the Series A financing for Voxy, a provider of language learning services based on real-life daily activities.
- **Confidential Clients:** Providing specialized advice to digital media providers, Internet portals, over-the-top (OTT)

providers, and ISPs on content rating rules, online advertising and promotions, privacy policies, data protection laws, website terms of use, anti-spam legislation, lawful interception obligations, behavioral advertising rules, mobile apps and mobile marketing rules.

- **Facebook:** Representing in a variety of proactive educational and government relations initiatives involving issues such as privacy and child protection. We also advise the company in the development of its strategy relating to inquiries from state attorneys general offices.
- **Mynet Media:** Advising in connection with the management of intellectual property rights of all news, videos, photographs, online-games, software and other content broadcasted on the web portal www.mynet.com. Our team assists Mynet on all license agreements entered into with third party suppliers, as well as trademark disputes, unfair competition, content disputes and copyright disputes in Turkey.

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