

Overview

The shift to digital distribution has been a catalyst for disruption in the music industry's business models. From major record companies and independent labels to music publishers, concert venues and promoters, manufacturers, wholesalers, from e-commerce and "brick and mortar" retailers to digital distributors, artists, producers, managers and agents, the music business has scrambled to take advantage of new revenue streams and opportunities for cost reductions, while navigating an evolving worldwide competitive and legal landscape. Furthermore, music is integrated into other digital and traditional media products and services, including advertising, games and social networks, not to mention film and television.

Tastes and standards (both cultural and legal) are local—but e-commerce, web and mobile distribution are global. This means that every new business model and product must appeal to a worldwide fan base, while complying with a global web of legal requirements and dealing with competing societies around the world.

Dentons leverages our global footprint and deep sector expertise to help you mitigate risk and capitalize on evolving trends in the marketplace. We bring a unique, multidisciplinary and multijurisdictional focus to our music industry representations, reaching across multiple practice groups and around the globe to meet your needs in the areas of:

- Licensing and distribution (digital and physical)
- Brand creation, advertising and marketing, loyalty programs, contests and sweepstakes
- Online privacy and data security
- E-commerce
- Copyright, trademark and intellectual property
- Employment
- Financing
- Merchandising and sponsorships
- Mergers & acquisitions and joint ventures
- Live entertainment
- Litigation
- Regulatory counseling, government relations and competition
- Restructuring, bankruptcy and credit protection
- Tax

Representative Experience

- **EMI Group Ltd:** Acting as US local counsel in connection with the sale of its worldwide music publishing operations to a consortium including Sony/ATV Music Publishing and the sale of its worldwide recorded music operations to Universal Music Group. The deal saw us advising, among other things, on the complex task of documenting numerous corporate transactions in order to separate the music publishing operations and recorded music operations from one another to make the successful separated sale possible.
- **Major multinational online music service provider:** Advising on the copyright clearances required to launch in Canada. Our assistance helped lay the groundwork for the continued worldwide expansion of this popular, cutting-edge music service.