

# Media Entertainment and Sports in the Middle East

## Overview

As one of the most dynamic industries globally, the media, entertainment and sports industry continues to witness significant change to the way content is delivered and viewed. You can rely on lawyers who have been working in the sector on the ground in the Middle East for many years, as part of our global practice advising both regional and multinational businesses.

Across the region, Dentons works with clients from film, television, publishing, animation and gaming—advising on the production, financing and release of a growing array of media. Our sports team advises on various high profile sporting events and sponsorships across the Middle East.

We can help you—whether you represent an emerging growth company or an established multinational organization—navigate the changing business and legal landscape, mitigate risks and capitalize on opportunities. In the Middle East, we bring 50 years of experience gained on the ground to our work for leading multinational media companies and those sports bodies that started life in the region.

We combine our global footprint and strengths in IP, data protection, business regulation, M&A, tax and employment with an in-depth understanding of the commercial agreements, business models and regulatory environment that shape this industry today. And because of the size and reach of our global media, entertainment and sports capabilities, we offer you joined-up integrated teams to help your business expand into or out of the Gulf region.

Draw on our extensive experience assisting clients including publishing houses, film and television production and distribution companies, music companies, magazines, broadcasters and internet service providers. We advise sports clubs, governing bodies, rights holders and individuals, and we work with web portals, game developers, social networks, website designers, technology providers and advertising agencies.

If you are a leader in digital innovation—or a first-mover in one of the segments of a very dynamic market—you will benefit from the advice of a cutting-edge team that knows the challenges you are facing. Above all, Dentons lawyers bring deep relationships to the table, not only with our clients and former clients, but also with regulators and opinion-formers across the industry in the Middle East. These relationships assist us facilitate successful outcomes for you.