

Overview

The media, entertainment and sports industries are evolving. The digital revolution, new technologies and new platforms—from the web to mobile and beyond—are constantly changing the way media, entertainment and sports content is created, distributed and consumed.

Change brings both new opportunities and new risks. Tastes and standards are local—but e-commerce, web and mobile distributions are global. This means that every new business model and product must not only appeal to a worldwide fan or customer base, but address a global web of legal issues, regulations and requirements.

Dentons leverages our global footprint and deep-sector expertise to help you mitigate risk and capitalize on evolving trends in the marketplace. Whether you are looking at acquiring, selling, distributing or financing film, television, music, publishing, digital media assets or a sports team, launching a television or Internet channel in China, the United States, Canada, the European Union or elsewhere, participating in a sports venue/real estate development, or litigating, arbitrating or mediating a copyright, trademark or licensing dispute, we can provide advice as to the local political, legal and business conditions that drive outcomes.

Look to Dentons' lawyers for effective solutions.

Areas of focus include:

- Media and Entertainment
- Media and Entertainment Finance
- Sports

Representative Experience

- **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.
- **KG (US) Oilers Corp:** Counsel to KG (US) Oilers Corp., an indirect subsidiary of the Edmonton-based Katz Group of Companies, in the acquisition of the Bakersfield Condors of the ECHL.
- **Lions Gate Entertainment Inc.:** Advising on the aggregate US\$353.6 million registered underwritten secondary public offering of common shares by certain funds affiliated with MHR Management LLC.
- **Universal Media Studios International Limited:** Advising in connection with the acquisition of a 49% interest in Lark Productions Inc., including obtaining a Ministerial opinion under the *Investment Canada Act* from Canadian Heritage.
- **DragonWave Inc.:** Advising on the acquisition of Nokia Siemens Networks' (NSN) microwave transport business, including its associated operational support system and related support functions, and new credit facilities from Comerica Bank and EDC to support the acquisition and working capital requirements in the amount of up to US\$60 million. The acquisition was a highly complex multijurisdictional transaction which, after an initial announcement in

November 2011, was substantially renegotiated following the announcement of NSN's global restructuring in May 2012. The transaction was multidisciplinary and included the acquisition of intellectual property and other assets, outsourcing, equipment leasing, new strategic supply and R&D collaboration agreements between DragonWave and NSN, as well as the transfer of contract manufacturing and third-party supplier arrangements, establishment of new global subsidiaries including in Luxembourg, Italy and China, and tax and securities laws advice.

- **England and Wales Cricket Board:** Advising on a series of broadcasting agreements for both live matches and highlights with Sky TV for all live UK international and county cricket from 2014–17; Channel 5 for broadcast TV highlights coverage from 2014–17 and the BBC for a six-year radio rights deal for Test Match Special. Also advising on the sale of broadcast and new media rights in Asia (with ESPN Star Sports), Australia, North America, New Zealand and South Africa.
- **Flurry, Inc.:** Defending one of a number of defendants in a putative national class action in Quebec relating to iPhone and iPad apps and providing guidance with respect to communications with the Office of the Privacy Commissioner of Canada. The putative class proceeding alleges the intentional interception of user's personally identifying information without the user's consent.