

CMS Media and Sports Highlights 2022



CMS has had another busy year, acting on a range of international media and sports deals, some of which you'll find detailed here.

We were delighted to welcome John Cloke (Partner) and Oliver Kichenside (Of Counsel) to our team this year. They bring between them over 30 years' experience of handling transactions involving the exploitation of media and other commercial rights in sport. Our continued position as the sole Band 1 ranked firm for TMT: Media in Chambers Europe is further reinforced by our growing team.

2022 also brought the return of the CMS Media Party, which, along with our Media Update Morning, gave us the opportunity to meet over 300 clients in person.

As we enter 2023, we are looking forward to working with CMS offices around the world. Our capabilities in Scandinavia continue to grow, with member firm CMS Kluge in Norway, where we now have three offices.

Over the past year, we have advised:

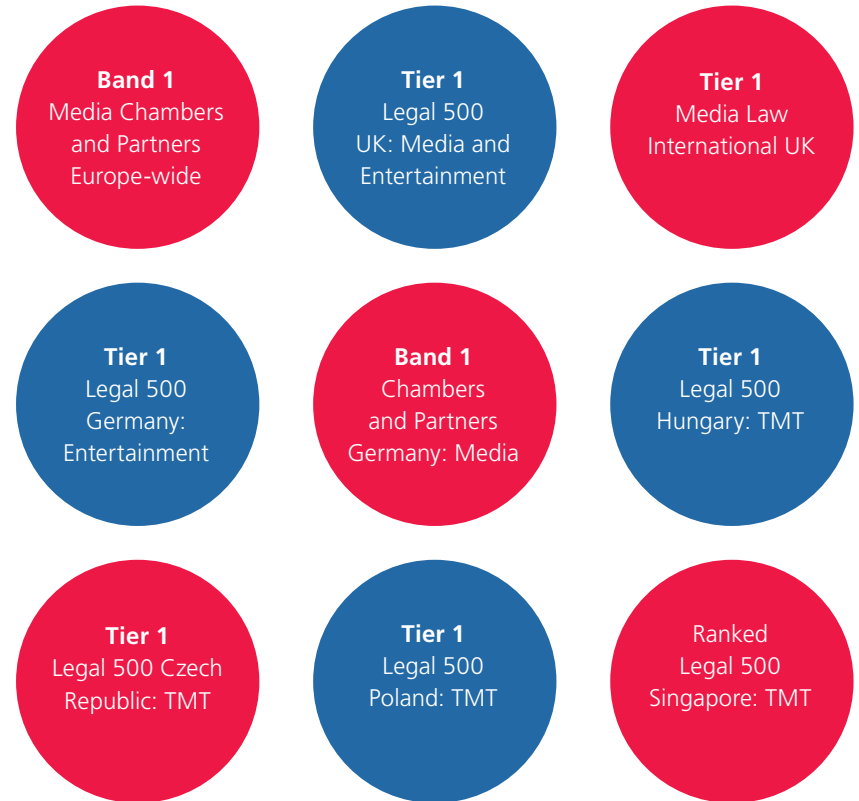
- **Active Partners**, together with the other shareholders, on the sale of Secret Cinema to TodayTix for consideration of up to US\$100million.
- **BT** on its 50:50 joint venture with Warner Bros. Discovery to form a new premium sports offering for the UK and Ireland. The complex transaction also involved the transfer of BT Sport's existing business as well as securing BT's rights to continue to distribute the JV services, as well as WBD's other services, to its retail base.
- **Coutts** on a number of single project TV and film financings, including lending against tax credits and distribution and broadcast licences and other factoring arrangements.
- **The English Premier League** on its domestic and international audio-visual and audio rights strategy and sales process, including the packaging and contracting of global audio-visual rights. The Premier League's rights deals continue to be amongst the most important in world sport, valued at several £billion for the current rights cycle.

- **A major motor racing competition** on the licensing of its international broadcasting rights.
- **FremantleMedia Group** on a series of investments and acquisitions including its recent acquisition of controlling interests in Element Pictures, WildstarFilms and 72 Films.
- **Global** on its minority investment in Odeco, an Israeli audio advertising company.
- **International Cricket Council** on its media rights tenders in respect of the major international cricket tournaments organised by the ICC. The most recent process resulted in the ICC awarding rights for India for the period 2023- 2027 for a fee reported to be around US\$3billion. Sales in other major territories are continuing.
- **Leading international film and TV studio** on its advertising and marketing campaigns for all new film and TV content in multiple European markets including Spain, Germany and the UK.
- **M&C Saatchi** on the successful defence of the hostile takeover offer made for the agency.
- **Microsoft** on the Competition and Markets Authority's investigation into subscriptions and autorenewals for Xbox.
- **Paramount** on the launch of its premium streaming service Paramount+ in the UK, Ireland, Italy, Germany, Switzerland and Austria.
- **RTL** on the successful court appeals challenging the Hungarian Supreme Court judgment and Competition Authority orders relating to the acquisition of Central Digital Media.
- The management of OOH advertising agency **Talon Outdoor** on the exit of Mayfair PE and investment from Equistone
- **UEFA** on its anti-piracy work, with an ongoing role in obtaining and maintaining 'live' blocking injunctions to prevent Internet users from accessing particular targeted servers which are streaming illegal transmissions of UEFA games. This year CMS assisted in obtaining a two-year extension to the order against the six largest ISPs in the UK.

“They are extremely good lawyers with outstanding commercial acumen and a huge amount of sector knowledge and experience.

Media & Entertainment, UK, Chambers & Partners 2023

Extensive international presence



CMS has a major presence in the media sphere, offering superb expertise in corporate matters.

Media & Entertainment, UK, Chambers & Partners 2023



The team at CMS has a knowledge base that is 'second to none' and is a go-to firm for clients operating in film & TV as well as advertising and marketing

Media & Entertainment, UK – London, Legal 500 2023



The team at CMS is always responsive and apply their knowledge of the sector to any advice that they give. They are very good at spotting trends and providing useful insight

Sport, UK – London, Legal 500 2023