

media and entertainment

A pre-eminent practice with a reputation as fresh thinkers in the fast-moving media and entertainment sector.



Field Fisher Waterhouse

We are able to offer you a full range of commercial advice across the media and entertainment sector.

We have lawyers with strong experience in the media and entertainment sector across all the relevant disciplines and throughout our international office network. Many of our lawyers have worked within media businesses and so understand the priorities and challenges first hand, giving you the benefit of specialist insight, experience and sector knowledge.

We have offices in Brussels, Hamburg, London, Manchester and Paris. We have a significant US client base and advise some of the largest entertainment companies in the world.

We work with you to identify your business needs and provide commercial solutions based on our experience within the media and entertainment sector. Keeping up-to-date with developments helps us keep our solutions at the forefront of the sector. In recognition of our market-leading practice we regularly speak at industry conferences on legal issues in the sector.

This unsung hero has been behind some of man's greatest inventions. Sometimes, you don't know all the little jobs that are going on in the background; you just have to trust that the outcome will be outstanding.





Every snip comes down to centuries of development; refining cumbersome tools into light, nimble utensils. Once you've put in years of hard work, being this agile, versatile and cutting-edge becomes second nature.

The pace of change.

Over the past decade the use and importance of media in everyday life has increased rapidly and changed dramatically. The sector has seen a move from more 'traditional' media such as publishing, film and TV to 'new' media such as digital, interactive and social media as well as an increasing convergence between media. We have been involved in a number of the most high profile projects in the converged media field. Whatever your requirements, we can provide practical, considered and commercial advice for all aspects of media and entertainment.

Corporate finance advice remains key for both established media companies requiring M&A support, but also for venture capital and private equity firms looking to move into the media space. Competition issues in media have become more common with the Competition Commission and other regulators concerned with too much consolidation in the sector and the dominance of a handful of operators.

With difficult economic times brings new opportunities. We continue to work with clients to benefit from these: expanding into new jurisdictions; taking over smaller companies; seeking advice in relation to brand protection and exploitation of IP; privacy issues; financing the creation of media assets; and tax incentives available to media companies.

Raising finance in a downturn presents a challenge but our experienced lawyers have contacts that can assist you. Our asset finance lawyers work closely with our tax lawyers to provide you with the most financially advantageous propositions. With the continued increase of online channels the need for companies to protect and commercialise their IP has become more important than ever.

We have also seen an increase in the need for data protection advice and advice on other issues relevant to online services, such as distance selling and the implementation of the Audio Visual Media Services Directive.

Our service.

We provide you with a genuine full and cross-disciplinary service in the media and entertainment sector, with specialist lawyers from our corporate, tax, finance, intellectual property, technology and dispute resolution being integral to our media practice group.

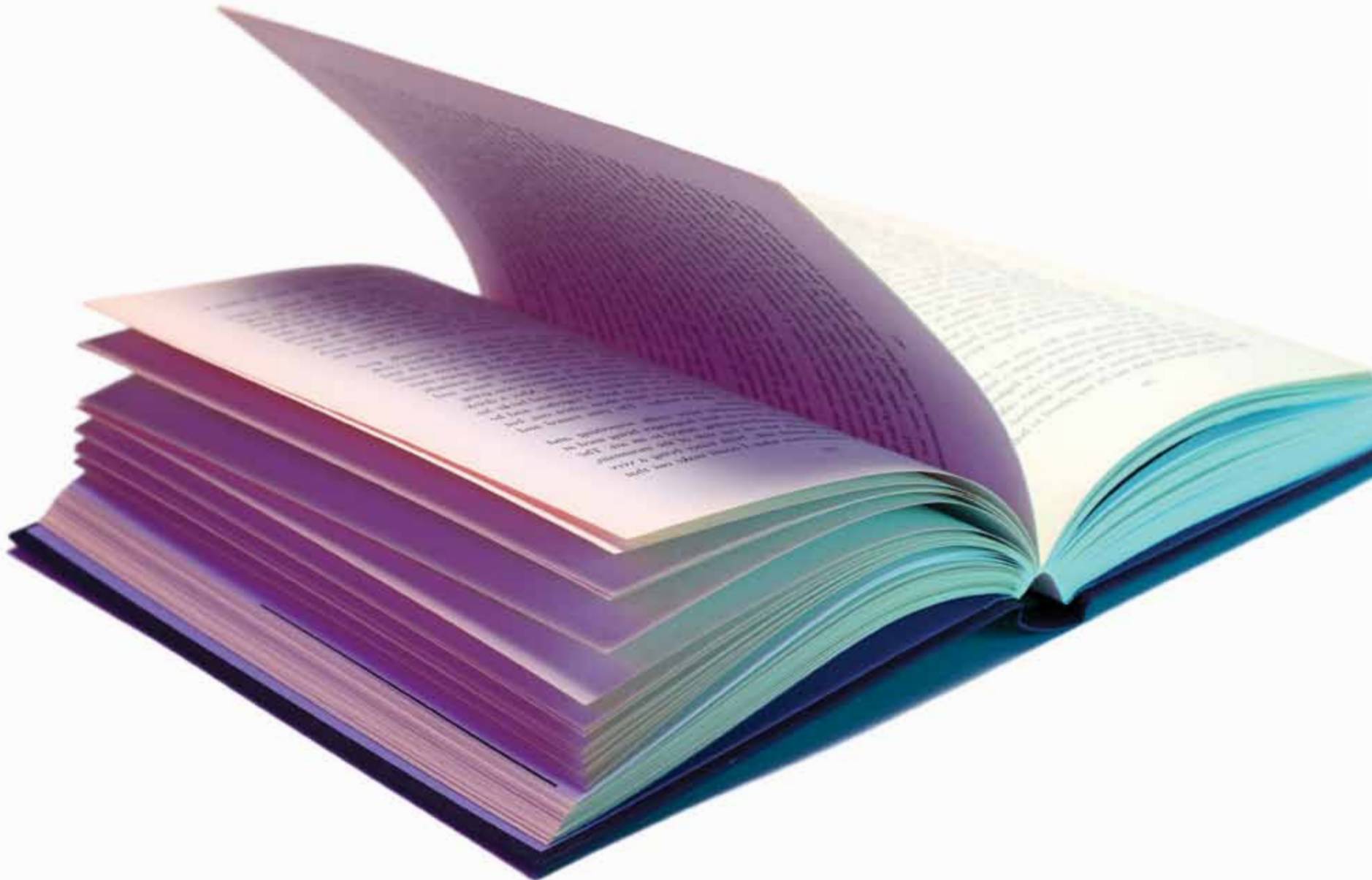
The advice we offer is both domestic and international in nature to reflect your requirements.

Our experience includes financing, production and exploitation of media assets, as well as the delivery of media services, whether satellite, terrestrial, online, wireless, fixed or mobile and the related technology, regulatory and content issues. We advise on the Intellectual Property Rights (IPR) background to media assets and services and regularly work on M&A transactions in the media sector.

Our expertise includes:

- film, TV and online
- media asset financing
- corporate finance
- brand protection
- copyright and related rights
- dispute resolution
- media tax
- broadcasting
- interactive entertainment
- social media
- publishing
- advertising, marketing & sponsorship
- computer games
- gambling, betting and lotteries
- competition
- e-commerce and privacy
- sport
- music

Binding printed pages together seems such an obvious thing to do but the creation of the bound book took generations to perfect. Finding the right solution needs perseverance but it can lead to a clear, inspired solution.





Products of the natural world, magnets are used in countless applications, from scientific studies to PC screens. It's quite amazing how one thing can adapt to so many situations, and be equally an successful solution in each.

Commercial. Strategists. Client-focused.

Providing added value legal services for key players in media involves more than bringing together market-leading legal expertise. We also understand the sector and the commercial context, enabling us to work closely with you and help you structure your businesses and transactions to achieve your objectives in a highly dynamic environment.

Throughout the year we offer a range of social and learning events to you. This gives you the opportunity to keep up-to-date with developments in the sector and network with peers.

The in-house experience of many of our lawyers, coupled with many years of acting for leading sector clients has enabled us to bring a commercial angle to the advice we offer clients.

We're different because we combine the depth of legal services offered by a traditional law firm with a strong sector specialism.

About us.

Field Fisher Waterhouse is more than just a full-service European law firm specialising in providing commercial solutions for all industries and sectors. It's our ability to embrace change and to navigate and capitalise on the changing market that makes us different.

Clients choose to work with us because we can provide exceptional lawyers with industry expertise and strong commercial knowledge of their businesses. They value our flexible approach to teamwork and that we will shape our structures and way of working to meet their specific needs.

This commercial attitude, combined with our empowering and down-to-earth style, means you can trust us to provide you with the best possible legal solutions.

It took three inventors and 66 years to get from the first iteration of the zip to the one we know today. There are times when commercial success depends on perseverance and dedication to bring things together.



