

Digital Media

Digital media businesses generate substantial revenues globally and provide an important route to market for practically every industry. But with global opportunities come global challenges; the digital revolution has created a world of proliferating business models, competitive threats, and legal and regulatory hurdles.

We are immersed in the digital media sectors. Our experienced but no-nonsense, practical approach enables us to work closely with our clients to maximise their opportunities, and successfully overcome the challenges they face on a daily basis.

Our clients range from dynamic growth businesses to high-profile international, household names. They include broadcasters, media and entertainment companies, internet service providers and online retailers of every kind, online advertising and web analytics businesses, software and services businesses, computer and consumer device manufacturers, computer and video games companies, telecommunications, infrastructure and technology service providers, and financial services businesses and other major users of digital media infrastructure, products and services.

"The team is prominent in matters at the frontiers of digital technology"

Chambers and Partners, 2013

We practice is recognized as a "Standout firm" and for "driving the agenda", particularly in cutting-edge technology, data protection and outsourcing"

The Legal 500, 2012

Our expertise

Clients come to us because of our experience and understanding of the underlying technologies, business models and legal and regulatory frameworks in their sectors.

We provide sound counselling and close deals effectively and efficiently.

Clients we have advised include:

- high-profile **Web TV, VOD and other digital media ventures** on their development, launch and operation, including in relation to: content acquisition and licensing; rights clearances; digital rights management; technology procurement and outsourcing; software and systems development and licensing; intellectual property and brand protection and exploitation; international e-commerce and end-user contracting; real estate; corporate governance; commercial contracts; tax; and employment;
- established **broadcasting, media and entertainment companies** on online content exploitation and liability issues, including in relation to content syndication and distribution, as well as on internet and mobile TV and content regulation, and liability for user generated content;

- **social media and other leading internet businesses** on issues such as content liability, end-user licensing and online contracting, online competitions and promotions, and EU data protection / privacy and partnering arrangements, including in relation to behavioural advertising and international data transfers;
- well-known **internet search, auction and exchange** sites on an array of matters ranging from content liability, online piracy matters, complex copyright matters, brand protection and privacy;
- global providers of **cloud computing** and **software-as-a-service platforms** on enterprise licensing, consumer contracting and on content liability and data privacy;
- **international online retailers** on the development and operation of global e-commerce platforms, on international e-commerce regulation, e-privacy, behavioural advertising and the international exploitation of personal data;
- **computer games businesses** on matters ranging from online distribution, software licensing, international data protection and in relation to the creation and use of in-game virtual currencies with real cash value;
- **dynamic growth businesses** on fund-raising and corporates of all sizes on joint ventures, strategic alliances and mergers and acquisitions, and all forms of corporate transactions in the digital media sectors.

A selection of our clients



Our services

Highlights of our experience include advising:

- the owner of one of the world's best-known TV entertainment properties on the international **launch of a web-based, reality TV show** and multimedia property;
- the US' leading online relationship site, on **e-commerce, e-privacy, and on online advertising and promotions matters**;
- the consortium of the UK's digital television multiplex operators, on corporate and commercial matters, including on a deal for the **delivery of business-critical digital TV services in the UK**;
- a household-name Japanese computer games business on the e-commerce and financial services regulatory aspects of launching **and issuing in Europe an online virtual currency** for use on its website and in its multiplayer online games;
- a major online mobile content portal on a potential claim by a content owner in connection with **alleged IP infringement arising out of user generated content** hosted on its website;
- one of the Middle East's leading media and entertainment companies on **digital media issues**, and on a **deal to procure conditional access technology and services** for its international satellite TV platform;
- a global news and entertainment company on regulatory **matters relating to the distribution of television over mobile**;
- a well-known UK public sector body on a partnering initiative with Facebook (**the first long term arrangement between a public sector body in the UK and a social media platform**);
- a well-known global internet search and media business on **international privacy and brand protection issues**;
- a multinational retailer on the **roll-out and operation of an international e-franchising / e-commerce offering**;
- a US Fortune 500 company on the **launch in Europe of its cloud-based remote back-up service**, including in connection with service provider liability issues arising out of illegal user-generated content, as well as on end-user licensing and e-commerce;

- a UK mobile operator on **content liability and competition issues in relation to the distribution of television over mobile**;
- a global entertainment content and consumer device business in **relation to the misuse of its iconic logo and brand**.

Why choose us

We remain at the cutting-edge of developments this sector. Fieldfisher is the only firm that is top-ranked across the board in media, technology, telecoms, e-privacy, brands and data protection by the UK's leading independent legal guides.

Commercial approach and value-added services

We provide strategic and commercial advice, drawing upon decades of experience and have a creative and proactive approach. We run industry networking events, provide practical legal conferences and work shops for non-lawyers and in-house counsel, regularly introduce clients to contacts and potential business partners and investors, and keep clients updated with regular email alerts and newsletters on key legal and industry developments.

Sector expertise

Our lawyers are recognised as leaders not only in their legal practice areas but also in the industry sectors in which they work.

"David Naylor, who heads our Digital Media practice, has been recommended across the last three editions of The Legal 500 as "recommended" "first-rate", "immensely skilled" a "new media expert" and a "terrific lawyer"

The Legal 500, 2009 - 2012

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