

TRAVERS SMITH

# *Media and Entertainment*

A guide to our offering



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*We have wide-ranging experience across the media sector, with a client base comprising broadcasters, content providers, technology companies, publishers, theatres and studios, as well as private equity and other investors in the sector.*

## Our experience

Our market-leading commercial, IT/IP, corporate and regulatory practices provide media clients with an integrated cross practice team, providing focussed and commercial advice.

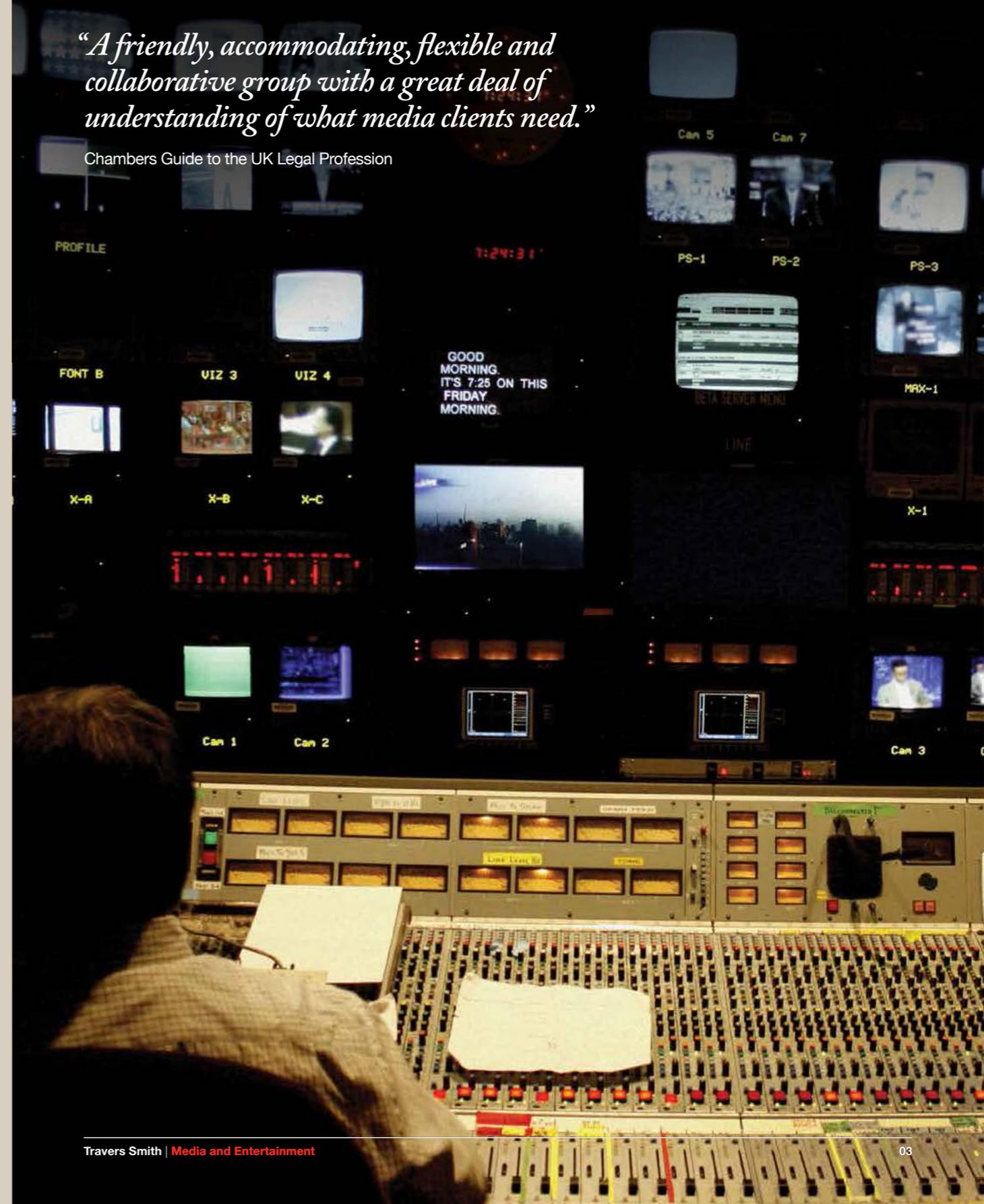
We regularly advise media clients and investors on cross-border transactions, reflecting the global reach of today's media platforms and businesses.

We take a proactive approach to advising media clients, identifying and anticipating legal and contractual opportunities for their businesses.



*“A friendly, accommodating, flexible and collaborative group with a great deal of understanding of what media clients need.”*

Chambers Guide to the UK Legal Profession





*“The whole Travers Smith team provides high quality advice resulting in a no-nonsense and commercial approach to getting a deal done.”*

talkSPORT

# Recent highlights

## Channel 4

Advised Channel 4 on its DTT multiplex agreements with the BBC for the successful launch of the Channel 4 HD service on Freeview



## YouView

Advised YouView on its contractual arrangements in advance of the launch of its linear and on demand TV platform and other ongoing commercial, IP and technology matters



## TSL Education

Advised TSL Education (publishers of the Times Educational Supplement) on its UK and overseas joint ventures as well as on the sale to TPG



## Immediate Media

Advised Exponent on its acquisition of BBC Magazines from BBC Worldwide and related long term agreements and Immediate Media on a series of publishing deals



## Red Bee Media

Advised Red Bee Media (formerly BBC Broadcast) on the provision of playout, access and creative services to the BBC and other broadcasters



## Vubiquity

Advised Avail-TVN on its purchase of Vubiquity and subsequent content and licensing deals for Vubiquity



*“Travers Smith provided invaluable support and analysis on these deals and it is a pleasure working with them.”*

Channel 4



## Pinewood Studios

Advised Pinewood Studios on a series of commercial and overseas joint venture agreements in the US, China and Germany



## talkSPORT

Advised talkSPORT in relation to its global licensing partnerships and joint ventures following its securing of Premier League and FA Cup audio broadcast rights



## Ambassador Theatre Group

Advised Exponent on its sale of a majority stake in Ambassador Theatre Group to Providence Capital as well as advising Ambassador Theatre Group on its ticketing and production arrangements



## Shazam

Advised Shazam on its advertising partnership with ITV, on the monetisation of its customer database and on data protection/direct marketing compliance





*“Travers Smith’s dedicated practice draws praise for its ‘varied experience’ and ‘in-depth understanding of industry dynamics and appreciation of how best to tailor advice to the commercial realities of a business relationship.’”*

## Team

We believe that a key differentiator for us is the structure, quality and cohesive nature of our teams. We have the correct level of partner involvement, not just occasionally, but continuously and guarantee the right balance between supervision, guidance and cost-effectiveness.

Media work is handled by a cross-practice team led by Richard Brown and other partners across Travers Smith's practice areas.



**Richard Brown**  
Commercial, IP & Technology  
Partner – Media  
+44 (0)20 7295 3254  
richard.brown@traverssmith.com



**Spencer Summerfield**  
Corporate Partner – Media  
+44 (0)20 7295 3299  
spencer.summerfield@traverssmith.com



**Tom Purton**  
Commercial, IP & Technology  
Partner – Media  
+44 (0)20 7295 3277  
tom.purton@traverssmith.com



**Dan Reavill**  
Commercial, IP & Technology  
Partner – Media  
+44 (0)20 7295 3260  
dan.reavill@traverssmith.com



**Ian Shawyer**  
Corporate Partner – Media  
+44 (0)20 7295 3269  
ian.shawyer@traverssmith.com



**Andrew Gillen**  
Corporate Partner – Media  
+44 (0)20 7295 3369  
andrew.gillen@traverssmith.com



**Huw Jenkin**  
Litigation Partner – Media  
+44 (0)20 7295 3213  
huw.jenkin@traverssmith.com



**Matthew Ayre**  
Banking Partner – Media  
+44 (0)20 7295 3304  
matthew.ayre@traverssmith.com



**Mahesh Varia**  
Employee Incentives  
Partner – Media  
+44 (0)20 7295 3382  
mahesh.varia@traverssmith.com



**Ed Mills**  
Employment Partner – Media  
+44 (0)20 7295 3424  
ed.mills@traverssmith.com

*“When something is very important and we need a good result, we pick up the phone and talk to Richard.”*

Legal 500



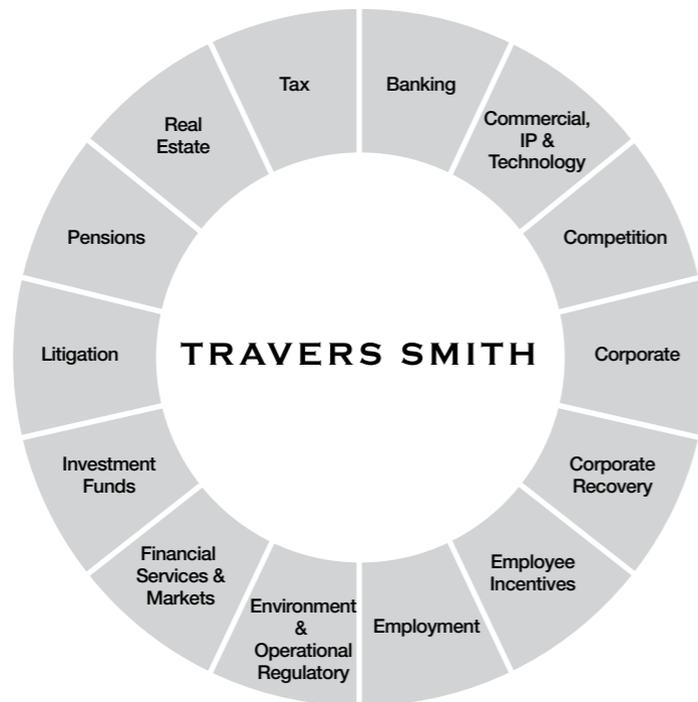
We are an award-winning, full service law firm focused on providing high quality, pragmatic advice on English law.

### Our approach:

- Partner led, consistent teams
- Sound commercial advice delivered by high calibre lawyers
- Extensive market knowledge and experience
- Sector focus across each practice area

### Why Travers Smith:

- Ranked 'Top City Firm' in the Legal Week client satisfaction survey
- High quality service and exceptional efficiency
- At least 50% of our work has a multi-jurisdictional aspect and we regularly advise on international transactions of all sizes



### Disclaimer

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**Travers Smith LLP**

10 Snow Hill  
London  
EC1A 2AL

**T: +44 (0)20 7295 3000**

**F: +44 (0)20 7295 3500**

**[www.traverssmith.com](http://www.traverssmith.com)**