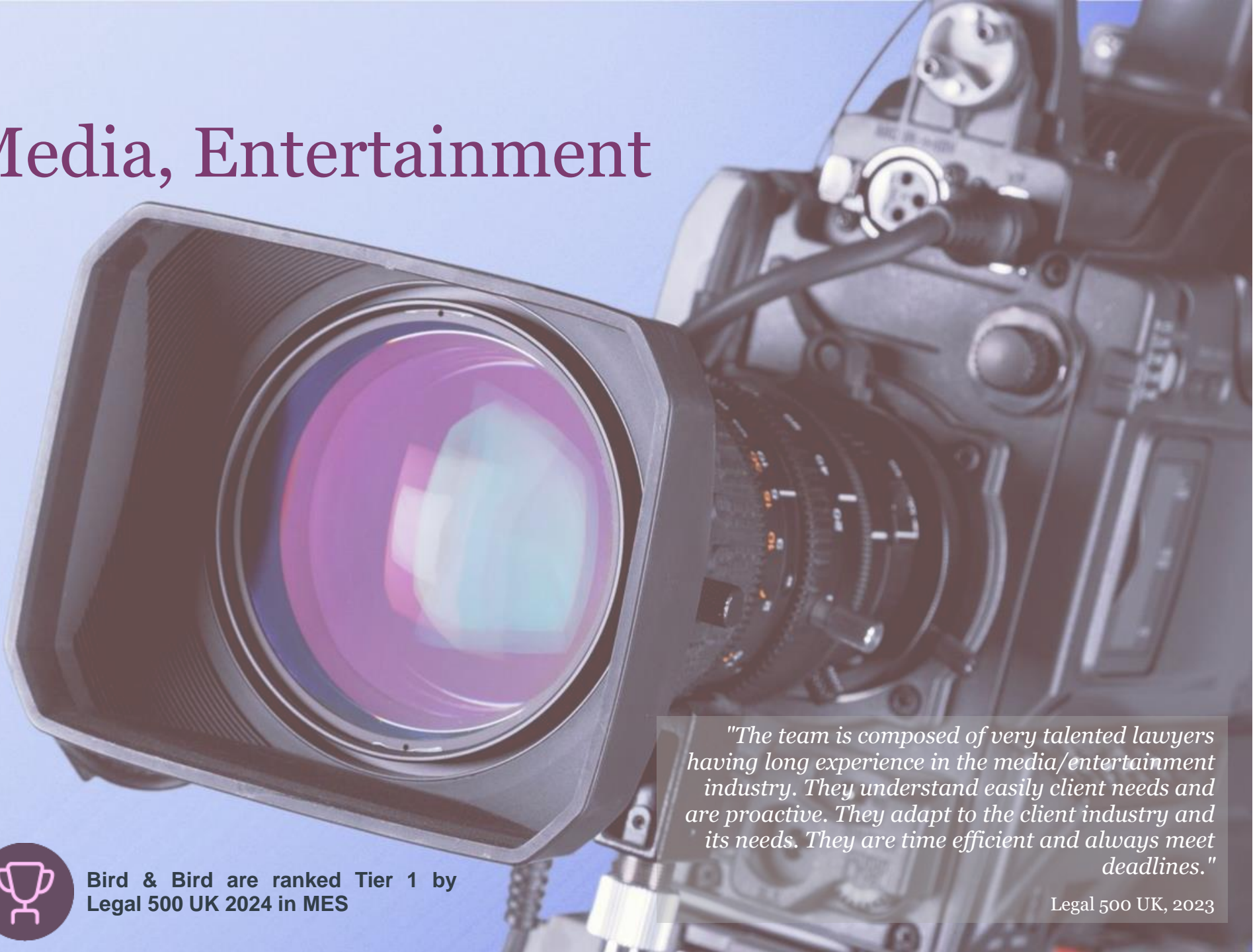


Bird & Bird

Corporate Media, Entertainment & Sports

Bird & Bird's long-term strategic focus has been on industries that are being disrupted by technology and nowhere is this truer than in our top ranked practices globally in media, entertainment and sport (MES).

Our corporate MES lawyers have an inside-out understanding of the industry – the business models, technologies, practices, regulations and strategic challenges. We have first-hand experience of the full lifecycle of media businesses and deep insight into the ways in which the media rights model is now rapidly on the march in new and exciting directions.



"The team is composed of very talented lawyers having long experience in the media/entertainment industry. They understand easily client needs and are proactive. They adapt to the client industry and its needs. They are time efficient and always meet deadlines."



Private Equity & Venture Capital Highlights

We advised **Griffin Gaming Partners**, a US based VC investing across the gaming ecosystem (including gaming related Web3 companies), on its seed investment into Forthstar Games, a gaming start-up focusing on free-to-play hits

We advised **Astralis Esport** on its VC financing as well as player contracts. This project earned Bird & Bird recognition in the Financial Times Innovative Lawyers rankings

We advised **Shiggle Network** (trading as PickGuru) a mobile gambling company, on its seed investment round from new and existing shareholders in order to fund the launch of its gambling app

We advised investment banking client **Berenberg** on a £78.6 million placing for indie games developer Team17. The fundraise will be used for the acquisition of astragon Entertainment GmbH

We advised **BetaDwarf**, a Danish computer game producer, in connection with its Series A fundraising, leading to an investment of USD \$6.6 million

We advised **Ad-lib Digital** on its Series A financing round lead by Fog City Capital. Ad-Lib is a UK-based marketing technology SaaS platform that helps global brands manage and automate the production and activation of creative assets in their digital advertising worldwide

We advised **Synchtank Limited**, a B2B SaaS company that provides asset and rights management and royalty accounting solutions for the music and media industries, on its £4.3 million Series A investment led by Octopus Ventures

We advised the management of **Cognite**, an independent healthcare strategy and communications firm, on an investment in Cognite by Vespa Capital III LP

We advised the shareholders of **Beekman Associates LLC** which operates RightSpend, a marketing procurement database, on its sale to LDC, a leading mid-market private equity investor

We advised **Griffin Gaming Partners**, a US based VC investing across the gaming ecosystem (including gaming related Web3 companies), on its seed investment into Telescope Labs, a data analytics company to help design, monitor and optimise game economies

We advised Danish computer game engine producer, **Coherence ApS** with USD\$2.5 million investment rounds from institutional investors. The pre-money valuation of Coherence ApS was USD\$10 million

We advised **Traipier Srl** in the €600k equity round by Gellify Srl

We advised **Gaw Capital** on their Series B funding of Pirate Studios Limited, including a £14 million equity subscription and a £20 million debt facility

Merger & Acquisitions Highlights

We advised the shareholders of **Bitmap Bureau Limited**, a computer games development studio, on the sale of Bitmap to Creative Distribution Limited, one of Europe's largest distributors of interactive entertainment and toys

We advised **Lionsgate**, on the UK components of its acquisition of eOne, a world-class producer of scripted and unscripted television and motion pictures

We advised **Game Theory Soapbox Limited** on its completed acquisition of Colet Systems Limited and Totus Limited (trading as "Mollybet"), a leading sports trading platform for professional betting

We advised **Better Collective**, a leading marketing affiliate and developer of educational platforms within the gaming industry, on its completed acquisition of Skycon Limited

We advised **M-League Pte Ltd**, one of the world's largest mobile eSports and skill gaming platforms with more than 70 games in its app for iOS and Android, on its acquisition of Berlin-based GameDuell GmbH, one of the most established gaming studios in Europe

We advised the shareholders of **Easel TV Limited**, a video streaming service, on the sale of Easel TV to Accedo Broadband AB, a global video solutions provider

We advised Maltese listed, **Kambi Group plc**, on its acquisition of Danish front end specialist Shape Games A/S

We advised **Tellyo OY**, a cloud-based video, editing, publishing and streaming platform for broadcast and sports right holders, on its sale of its business to Amagi Media UK Private Limited, a global leader in cloud-based SaaS technology for broadcast and connected TV

We advised **LeoVegas**, a leading international gaming company (owned by MGM Resorts International), on its acquisition of a majority stake in Push Gaming, an industry-leading game developer with an offering of titles such as Razor Shark and Wild Swarm to operators globally

We advised **Sterling Publishing Co., Inc.** on its acquisition of Boxer Books, an independent London-based children's publisher dedicated to picture books for children

We advised the shareholders of **Hopscotch Consulting Limited** on the sale of Hopscotch to WE Communications, one of the largest independent communications and integrated marketing agencies in the world

We advised the three band members of **Swedish House Mafia** on the UK components of the acquisition of their music rights from a former manager

We advised **Buzz My Videos Limited**, on its sale of certain assets to Kudo Network Limited

We advised **Social Chain Group Limited** (now Media Chain Group Holding Ltd.), a social media agency, on its sale of the entire issued share capital of Social Chain Ltd to Brave Bison plc

We advised the shareholders of **Sportnco Gaming SAS**, a leading iGaming business with international presence in Europe, South America and the US, on the UK components of its sale to Gaming Innovation Group

We advised **Mythical, Inc.**, a leader in the growing play-to-earn gaming industry, on its acquisition of the UK gaming business and metaverse streaming platform, Elektraglide Limited, trading as Polystream

We advised **Clarity London Ltd**, a fast-growing global digital marketing and communications agency, on its acquisition of Political Intelligence Limited

We advised **Deca Games**, a subsidiary of Swedish games company Embracer AB, on its acquisition of "The Walking Dead" video game from a Finnish subsidiary of Netflix

Our UK Team



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