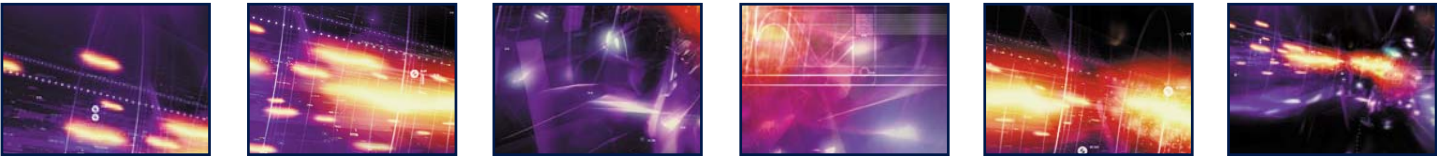


# Media

“International Law Firm of the Year.  
The Lawyer 2008”



## About Bird & Bird

---

Bird & Bird is an international commercial law firm which aims to provide a unique service based on in-depth understanding of key industry sectors. We focus on media, sport, communications, life sciences, information technology, banking & financial services and aviation & aerospace.

Working with some of the world's most innovative and technologically advanced companies, we have a long-established reputation for providing cutting-edge legal advice to clients operating at the forefront of their sectors.

With more than 780 lawyers and legal practitioners located across Europe and Asia\* and close ties with firms in the United States, we are strategically placed to offer local expertise within a global context helping our clients realise their business goals both domestically and internationally.

Our business is wholly integrated and offers clients a single cohesive team with no boundaries and no borders. Our services are of a consistently high quality across all jurisdictions and we aim to work as part of a team with our clients and other advisers to provide clear commercial advice.

\*Our Offices: Beijing, Bratislava, Brussels, Budapest, Düsseldorf, Frankfurt, The Hague, Helsinki, Hong Kong, London, Lyon, Madrid, Milan, Munich, Paris, Prague, Rome, Shanghai, Stockholm and Warsaw and a global association in Singapore,

“The closest any firm has come to being the ultimate one-stop-shop in the TMT sector.”

The Legal 500, 2007 (TMT)

“A natural choice for mid-market technology M&A.”

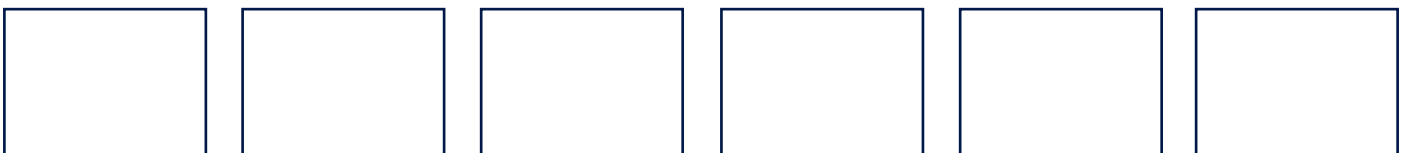
Chambers and Partners, 2008 (Corporate)

“The team is well regarded for its “practicality and straightforwardness on extremely complex matters,” particularly in commercial and regulatory work.”

Chambers and Partners, 2008 (Communications)

“Bird & Bird has more top-tier rankings in TMT than any other firm”

The Legal 500, 2007



## Our International Media Group - expertise

---

Our International Media Group provides a full range of legal services to content owners and distributors of all forms of digital audio, visual and data content including music, film, TV and text information.

As convergence increases, traditional media business models are fast disappearing. More and more, businesses are focusing on content ownership. Added to this, many new business models are cross-border and cross-media which raises new issues and challenges relating to use and distribution of content.

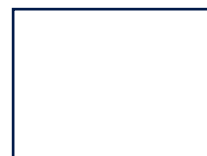
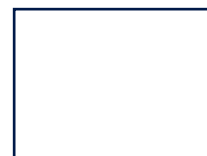
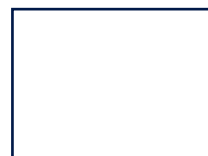
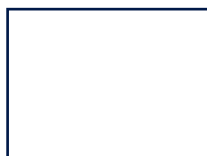
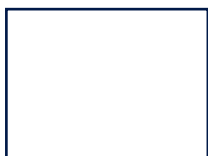
We have focused on the media sector for over a decade and have extensive experience of the ever changing commercial and legal needs of companies operating in this industry and in the digital environment. Whether you require assistance with transactions, projects, contracts, regulatory issues or disputes, we have the expertise in our corporate, commercial, IP and regulatory practices to deal with content issues in an integrated way and internationally. Together with our in-depth experience of the media sector from both sides (infrastructure and content), we have complementary experience in other convergent sectors (communications and IT). We are well placed to provide you with commercial law advice in a strategic and commercial context to help achieve the best possible results for your business.

As an integrated international group, we regularly provide multi-jurisdictional advice on cross-border issues, transactions and disputes.

We act for production companies (sports/film), distributors/broadcasters, channel providers, content providers (including sports media rights), finance providers, technical platforms or service providers and government and other official bodies.

### Our services

- Exploitation of media rights: advice on licensing, marketing and tendering of rights including competition law and regulatory aspects, with reference to specific platforms (including TV, 3G, internet)
- Commercial agreements for the carriage of TV channels and channel distribution including advice on strategic, regulatory and competition law issues
- Technology and software licensing and exploitation for clients in the media and communications sector
- Broadcast production and distribution arrangements
- Mergers/acquisitions, IPOs (including AIM) and private equity transactions involving media businesses
- New media networks: advising on strategy, regulation and exploitation of internet TV and 3G mobile services
- Copyright levies and collective rights agreements as well as relationships with collecting societies
- Pay TV/content platform projects (cable, satellite and IP) including conditional access systems licence agreements, set-top box contracts, en/decryption technologies and respective regulatory issues
- Media and broadcasting regulation (TV Without Frontiers Directive and Audiovisual Media Services Directive)
- Pledge and warranties of copyrighted works
- All aspects of domestic and international gambling law and regulation
- Website exploitation including online advertising and sponsorship
- Competition regulatory investigations: representing companies in investigations by the EC or national authorities



Benoit Van Asbroeck (Belgium)  
Matti Ylä-Mononen (Finland)  
Alexandre Vuchot (France)  
Joseph Fesenmair (Germany)  
Marcus Vass (Hong Kong)  
Massimiliano Mostardini (Italy)  
Pauline Kuipers & Olaf Trojan (The Netherlands)  
Blanca Escribano (Spain)  
Staffan Boström (Sweden)  
Matt Dennis & Justin Walkey (United Kingdom)

**Bird & Bird**  
15 Fetter Lane  
London  
EC4A 1JP

Tel: +44 (0)20 7415 6000

Fax: +44 (0)20 7415 6111

## BIRD & BIRD

Bird & Bird is an international legal practice comprising Bird & Bird LLP and its affiliated and associated businesses.

Bird & Bird LLP is a limited liability partnership, registered in England and Wales with registered number OC340318 and is regulated by the Solicitors Regulation Authority. Its registered office and principal place of business is at 15 Fetter Lane, London EC4A 1JP. A list of members of Bird & Bird LLP and of any non-members who are designated as partners, and of their respective professional qualifications, is open to inspection at that address.

[www.twobirds.com](http://www.twobirds.com)

---

Beijing	Bratislava	Brussels	Budapest	Düsseldorf	Frankfurt	The Hague	Helsinki	Hong Kong	London	
Lyon	Madrid	Milan	Munich	Paris	Prague	Rome	Shanghai	Singapore	Stockholm	Warsaw

---