

Bird & Bird

Corporate Media & Entertainment deal highlights



Our long-standing background in technology, combined with a market-leading presence in media, gives us a unique insight into the issues the industry is facing.



[Ad-lib Digital: On its Series A investment](#)

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.

基滙資本



GAW CAPITAL

[Finestar Park Limited: On a Series B funding](#)

Advising Gaw Capital on their Series B funding of Pirate Studios Limited, including a £14m equity subscription and a £20m debt facility.



[Shareholders of Mavens Limited: On its acquisition by Kantar](#)

We advised the shareholders of the data-driven digital marketing and analytics company on their sale of the entire issued share capital of the company to Kantar, an international data, insights and consulting business. Maven's management team stayed on to become part of the Kantar analytics practice.



[ICM Partners: On its acquisition of Primary Talent International Limited's parent company](#)

We assisted US law firm Sheppard Mullin in advising ICM Partners on the purchase of SHL, parent company of Primary Talent International Limited (a UK music booking company with over 900 artists).



Sellers of the JGAW group: On its acquisition by 10star

We advised sellers on the sale of the JGAW group (including JASIS, a B2B supplier of in-play tennis pricing and automated liability management for bookmakers, and JAbet, an online sportsbook) to 10star. 10star aims to bring world-class pricing and risk management solutions to bookmakers in regulated markets around the world.



Shareholders of Fold7: On its acquisition by the Miroma Group

We advised shareholders on the sale of a majority stake in Fold7 Limited, an independent London-based creative advertising agency, to the Miroma Group, an international marketing and communications business. This involved the sale of Fold7's subsidiary, Hyperactive London Limited, an experiential marketing agency.



AllofUs Limited: On its acquisition by the Boston Consulting Group

We advised the shareholders of the design consultancy business AllofUs Limited on the sale of the company to the Boston Consulting Group Limited. This was executed by way of share sale.



Radiant Media: On a number of acquisitions

We advised Radiant Media, an advertising agency, on its acquisition of the business and certain assets of Outdoor Media Limited, SIS Digital Vision Limited, SIS Digital Media Limited and Solutions in Steel Limited and the subsequent re-organisation of the Radiant and continued investment into the group.



Printlab Holdings: On its subsidiary divestment to Times Publishing Limited

We advised Printlab Holdings, a holding company through which Altair Capital held its shares in the target, in its divestment of Print Lab Pte Ltd., end-to-end printing, events and visual media solutions provider, to Times Publishing Limited is a wholly-owned subsidiary of Fraser and Neave, Limited (F&N), a Singapore Exchange Mainboard-listed conglomerate founded in 1883 and operating principally in the publishing and printing and food and beverage sectors.



Aser: On its series A subscription in OTRO

Assisting Aser with a \$5m Series A subscription in OTRO, an original content creator who work in close partnership with the world's best football players.



Radiant/Alight Media: On its new group structure and acquisition of 8 Outdoor

Assisting Radiant / Alight Media, a new UK out of home digital advertising business, on setting up new group structure and acquiring assets and business of 8 outdoor and generally advising on equity and debt funding to support high-growth business plan.



Dugout: On various investments and general corporate housekeeping

Assisting Dugout, a global media business that curates and distributes exclusive video content to football fans, with their day-to-day corporate and shareholder matters, including various investments.



Tricycle Talent: On various seed investments

Advising Tricycle Talent, a talent management collective spin out backed by ex-James Grant Croup executive and Kew Media Group founder, on various seed investments in talent management businesses.

Meet the UK team

Simon Fielder

Partner

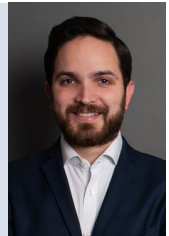
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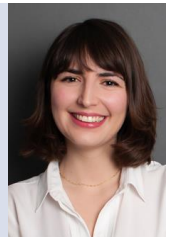
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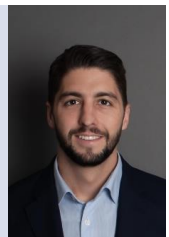
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