

Arts, Copyright, Media and Entertainment

Our practice

The media & entertainment industry is going through a period of significant national and European regulatory changes. The rapid growth and the highly dynamic and exciting nature of this industry offer all stakeholders both challenges and opportunities.

At ALTIUS, we have developed a strong multi-disciplinary arts, media and entertainment practice covering the whole legal spectrum, including: IP rights, personality rights, data protection, advertising, broadcasting and publishing agreements, competition and regulatory compliance, banking & finance, M&A and joint ventures, labour, real estate, and other commercial issues.

Our clients vary from broadcasting and production companies, motion picture studios, tech companies, publishing houses to event organisers, sports leagues, athletes, artists and media personalities.

We take a hands-on approach, advising not just on the letter of the law, but also making practical, creative suggestions for you to consider. We assist in assessing all the legal risks and helping our clients identify the opportunities and issues that could arise in the future.

How we can help

- Acquisitions and disposals
- Advertising, marketing and promotion
- Artist, broadcasting, publishing and production agreements
- Competition and EU regulatory issues (e.g. the EU's Audiovisual Media Services Directive)
- Copyright, software & database rights
- Dispute resolution
- Employment
- Enforcement of the right to reply
- Freedom of speech
- IP and personality rights (including image rights)
- IT
- Licensing
- Media law
- Pre-publication advice and clearance
- Real Estate
- Social media
- Strategic Portfolio development

Market recognition

"The team has a unique practice in the sense that it can offer a full service with specialists in every sub-branch of sports law. Their motivation to think outside of the box and not limit themselves to merely applying the applicable sports regulations is their main strength." – Legal 500, 2022

"A key name for clients seeking representation in sports law, the arts, media, and leisure." – Legal 500, 2022

ALTIUS is predominantly recognised for its sports law expertise, but also specialises in IP matters relating to the media and entertainment sector. – Legal 500, 2021 (Tier1 in 'Media and Entertainment')

"The team have an in-depth knowledge of their practice areas and are particularly strong in all IP-related issues. They are very pragmatic, responsive and simply nice people to work with." – Legal 500, 2021

"Leading" for both Copyright and Media and Entertainment - Leaders League 2020

ALTIUS is a key choice for sports sector advice and IP matters in the media and entertainment industries. - Legal 500, 2020

Clients say *"The lawyers that helped me were extremely thorough and their availability was excellent" while others state that "The level of expertise in the subjects and the thoroughness were outstanding."* - Legal 500, 2020

ALTIUS has a well-rounded media and entertainment practice, advising clients on issues specific to the sector – including advertising, broadcasting and publishing – and a range of IP, finance, competition, corporate and real estate issues. – Chambers Europe, 2019

ALTIUS combines media and intellectual property with its emphasis on entertainment segments. The team advises on television and filmed entertainment, games and music. The group works on wide-ranging cases involving pre-publication advice and clearance, licensing agreements and rights disputes. - Media Law International, 2018

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