MEDIA, SPORTS AND ENTERTAINMENT

THE MEDIA, SPORTS, AND ENTERTAINMENT INDUSTRIES CONTINUE TO GROW GLOBALLY. WITH THE DIVERSIFICATION OF CONTENT DISTRIBUTION TECHNOLOGIES, MUCH OF THE MEDIA GROWTH IS BASED ON LIVE EVENTS LIKE GAMES AND SHOWS, UNITING AS NEVER BEFORE THE MEDIA, SPORTS, AND ENTERTAINMENT INDUSTRIES.

We meet the demands of these industries in a collective and multidisciplinary way. We are lawyers with a focus on business, corporate training, and the specific knowledge these industries require.

In the media sector, we advise audiovisual producers on all aspects of their activities, including the licensing of formats for television, production, and sponsorship, broadcast and distribution contracts. We advise international pay TV programmers on regulatory issues with the National Cinema Agency (ANCINE), as well as video on demand (VOD) and music service providers from their structuring, including content licensing and distribution. We also represent clients on specific requirements from the National Council of Advertising Self-Regulation (CONAR).

In the sports segment, which is growing in Brazil after the 2014 FIFA World Cup and the 2016 Olympics, we represent sponsors, media outlets, suppliers of sports equipment, investors, clubs, confederations, professional athletes, and their agents.

We draft and negotiate contracts for sponsorship, event broadcasting rights, image licensing, brands, and products. We also represent clubs, confederations, professional athletes and their agents in dispute before Brazilian and international sports arbitration courts. In entertainment, we assist in drafting and negotiating contracts for shows and events and represent artists, celebrities, and game-producing companies.

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RECOGNITIONS

análise ADVOCACIA

2026
Admirados por Especialidade
Comunicação e Entretenimento
5° lugar

análise ADVOCACIA

2025
Admirados por Setor Econômico
Comunicação e Entretenimento
2° lugar

análise ADVOCACIA

2025
Admirados por Setor Econômico
Comunicação e Entretenimento
2° lugar

análise ADVOCACIA

2023/2024
Admirados por Setor Econômico
Comunicação e Entretenimento
3° lugar