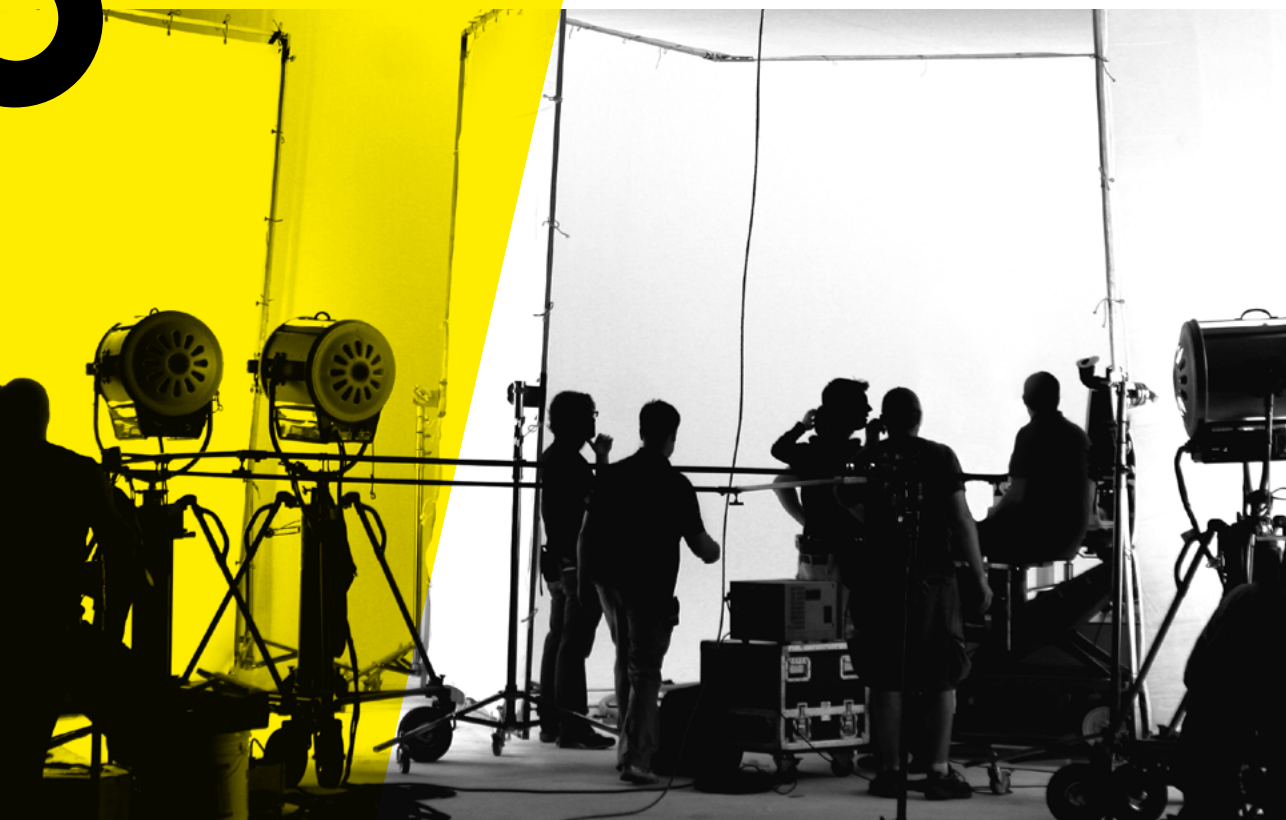


MEDIA, SPORTS AND ENTERTAINMENT

Machado
Meyer

50
years

TRANSFORMATION IS POSSIBLE



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, which unites like never before the media, sports, and entertainment industries.

We meet the demands of these industries using a collaborative and multidisciplinary approach. We are lawyers who focus on business and are skilled in corporate law, but have the specialized knowledge these industries require.

In the media segment, we advise audiovisual producers on all aspects of their activities, including the licensing of formats for television, production, sponsorship, and 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 on their business structures, including content licensing and distribution. We also represent clients on specific requirements mandated by the National Council of Advertising Self-Regulation (CONAR).

In the sports segment, which has been growing in Brazil since 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 disputes before Brazilian and international sports arbitration courts.

In the entertainment segment, we assist in drafting and negotiating contracts for concerts and events and represent artists, celebrities, and video game developers.

CONTACTS



ELTON
MINASSE

PARTNER

eminasse@machadomeyer.com.br
+55 11 3150-7652



RANKINGS AND AWARDS

LATIN LAWYER

LACCA APPROVED 2022
9 practice areas and
22 ranked lawyers

2021 | LATIN LAWYER 250
22 practice areas and
52 ranked lawyers

The LEGAL 500

2021
7 areas ranked as Top Tier – Brazil
18 recommended areas
65 recognized lawyers

LEADERS LEAGUE

2022
20 practice areas and
53 ranked lawyers

J.P.Morgan

2021
Joan Guggenheimer Law Firm
Diversity Equity and Inclusion
Award's category

Chambers AND PARTNERS

2022 | AWARDS
Law firm of the year in Public Law category

2022 | GLOBAL
12 ranked lawyers and 32 recognized lawyers

2022 | GLOBAL
12 ranked lawyers and 32 recognized lawyers

2022 | FINTECH
FinTech Legal in Brazil

2021 | BRAZIL
13 practice areas and 30 ranked lawyers

2021 | LATIN AMERICA
19 practice areas and 40 ranked lawyers

2021 | HIGH NET WORTH
Private Wealth Law in Brazil

CLIENT CHOICE Awards 2021

5 areas recognized for the quality
of work and service offered
to their customers: Energy &
Natural Resources, Securitisation
& Structured Finance, Projects
& Procurement, Public Law and
Corporate Governance

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