

purchase agreement and aligned licence agreements and negotiation. The firm worked with the Polish lawyers involved in a case that led to the creation of over 30 magazines and over 20 online media services.

Olswang's prominent position is validated by its expansive client base and portfolio of cross-sector activity. The firm's engagement in media law practice demonstrates excellence and skill. Under the leadership of **Stefan Lütje**, the TMT division has handled a range of matters on behalf of film and television industry clients, with particular emphasis on cross-border co-productions, licence agreements, film financing and film subsidy matters. On representative work, the team advised Exclusive Media Group Holding on the co-production and exploration of the film *Rush*, with Daniel Brühl. The team also advised Warner Music Group on its acquisition of Parlophone Label Group. In other work, the firm represented the German Publisher Association in proceedings initiated by the EU commission against Google.

RAUE is internationally recognised for its focus on press and broadcasting law, and highly respected by peers. The Media team's competence is wide reaching with notable experience advising individuals on media policy and strategy, dispute resolution and litigation, unfair competition and data protection. The firm houses a dedicated media law division, outside of the broader TMT category, which is managed by **Jan Hegemann**. In rep-

resentative work, the team advised eBay International on contractual law, data protection, telemedia and software matters. In March 2013, Prof Dr Hegemann and Robert Heine successfully represented Verband Deutscher Zeitungsverleger and Bundesverband Deutscher Zeitschriftenverleger in a landmark case confirming ancillary copyright law for press publishers on the internet. As a result, publishers have been granted protection against the commercial use of their press articles through internet services such as search engines and news aggregators.

TIER 3

Winheller integrates the handling of media matters with intellectually property under its combined department, headed by **Jens-Marwin Koch**. The firm is appointed by domestic and overseas clients in relation to the protection and enforcement of their intellectual property, copyrights and neighbouring rights in motion picture and music publishing industries, among others. In representative work, Mr Koch assisted R&B Musicom on the corporate set-up, drafting and negotiation of label recording agreements including remix contracts with various artists. The firm has also handled matters relating to distribution agreements with various physical and digital outlets. In other work, the firm was appointed by a private individual in connection with the right of personal portrayal. The case involved the review of whether the publication of a person's photo in print and online media is admissible

and obtained a preliminary injunction prohibiting publication.

TIER 4

While the Berlin based **Hogan Lovells** practice closed down following the exit of Christoph Wagner and several peers, the firm remains in operation with offices in Düsseldorf, Frankfurt, Hamburg and Munich. **Stefan Schuppert**, Managing Partner of the firm's Munich office, handles the firm's intellectual property and media matters. Dr Schuppert's legal advice focusses on the drafting and negotiating of licensing agreements and legal disputes. The firm's traditional focus on industry transactional matters has led to its acquisition of leading media clients including Sky Deutschland, Twentieth Century Fox, Technische Universität Darmstadt and eBay International. In representative work over the past 12 months, the firm advised clients in the film industry on all strategic issues, such as anti-piracy measures, cinema digitisation, copyright, and youth protection. One of the firm's most important transactions of the past year is the successful sale of Das Vierte, a television broadcasting station, to Disney.