

onside news

Sophie Thompson has joined the firm as a paralegal following the completion of her LPC at BPP Law School.

Katie Jude has also joined the firm recently as a legal assistant.

onside awards

onside law has been awarded Asian Counsel's Deal of the Year by Pacific Business Press and Sports Firm of the Year 2011 by Finance Monthly.

onside fighting corruption

onside law recently advised the Tennis Integrity Unit ("TIU") on its successful match-fixing prosecution of the Austrian player Daniel Köllerer which resulted in his lifetime ban from tennis.

onside law has also been advising the England and Wales Cricket Board on its implementation of the new ECB Anti-Corruption Code.

onside on the tee

onside law advised Ryder Cup Europe on all aspects of the 2018 Host Nation Bid including the Bidding Rules, Bid Format Requirements as well as drafting and negotiating the conditional Host Nation Agreements and associated guarantees with all five Bid Nations. Congratulations to eventual winners France.

onside at the wicket

onside law has advised the England and Wales Cricket Board on its recently announced sponsorship deals with Maximuscle and Clydesdale Bank.

The Rugby Football Union - v - Viagogo Limited - A victory against the tickets black market

In March 2011, the High Court issued a landmark court order against the secondary market in sports events tickets in *The Rugby Football Union v Viagogo Ltd*. It ruled that the names and addresses of those who sold tickets issued by the Rugby Football Union ("RFU") at higher than face value prices on ticket broker website Viagogo must be disclosed to the RFU, thus enabling the RFU to take action through bans and/or legal proceedings against those individuals that had contravened the ticket terms and conditions by selling them on for profit. The High Court justified the

grant of the order on the grounds that there was no other straightforward or alternative means for the RFU to obtain the information in order to take action against those breaching the ticket terms and conditions.

This case has huge ramifications for all secondary brokers, and for the touts and others who sell tickets on similar sites such as Seatwave.

However, unsurprisingly Viagogo are appealing the order, the outcome of which is awaited with interest by the sports and wider entertainment industry. Sports bodies have for some time been working closely together and with the police and other law enforcement bodies to combat ticket touting, but in the absence of statutory deterrents to such activity outside of football, hope is being placed by those sports bodies on a successful RFU defence of the Viagogo appeal.

Sports Integrity Under Attack

In June 2011, the Tennis Integrity Unit (the anti-corruption unit set up by the governing bodies of tennis) advised by *onside law*, successfully brought a claim against Austrian tennis player Daniel Koellerer for match-fixing in contravention of the Uniform Tennis Anti-Corruption Program. He was charged with attempting to fix various professional tennis matches between October 2009 and July 2010. Koellerer received a fine of \$100,000 and a life time ban from the sport, the first player to receive such a ban in the history of tennis. Koellerer was given the right to appeal the decision to the Court of Arbitration for Sport ("CAS").

This follows hot on the heels of the lengthy bans imposed on cricketers Mohammad Amir, Mohammad Asif and Salman Butt for spot-fixing by the International Cricket Council in February

2011, which are also the subject of appeals to CAS. Those appeals have however been suspended pending the conclusion of the English criminal proceedings against the players, which are scheduled for trial in October 2011.

There is no doubt that the scourge of corruption is posing an ever greater challenge to sport in general, so it is encouraging that sports bodies are moving quickly to adopt a more robust approach through stronger regulation and closer relationships with the law enforcement bodies and betting industry. Many sports bodies have set up specialist dedicated units tasked with investigating and prosecuting offenders. These include establishment in 2009 by the IOC of a new entity, International Sports Monitoring, to monitor the Olympic Games for any suspect betting activity.

Deal struck between Football Leagues and Media at Eleventh Hour

The way football matches are covered on the internet and through social media is to be liberalised after football's governing bodies signed a new rights deal with media organisations on 13 August 2011, hours before the start of the Premier League season.

Negotiations between the Premier League and Football League and media organisations, including national newspapers and news agencies, had reached deadlock over what level of online engagement media outlets would be permitted with users during matches. Under the old agreement, media organisations were only allowed a limited number of "windows" during matches for text and picture updates and there was no established provision for online user comments and interaction with fans. This agreement was made in 2004, two years before Twitter even launched.

Reporters were locked out of the majority of football grounds over the opening weekend of the Football

League and first round of the Carling Cup because media organisations had refused to agree to a temporary media rights contract.

Now, it has finally been recognised that the old agreement between the leagues and the media was not fit for purpose in today's digital age.

Under the new deal, which is thought to run for four years, journalists can update online stories and engage with readers using social media whenever they want and there will be only a short time delay on live minute-by-minute coverage of matches.

The practice of charging all media outlets for individual "end user licences" to publish content from news and picture agencies has also been abolished.

"We are delighted to have reached agreement with the leagues and look forward to providing fans with the best possible journalistic coverage of the game: match analysis, superb photography, interaction with top journalists and the real stories behind the play," said a spokesman for the News Media Coalition, which represents news agencies and has worked jointly with the Newspaper Publishers' Association to strike the deal.



news on onside

To general astonishment given **Chris'** relaxed attitude to training, he successfully completed the London Marathon in 4 hours 31 minutes and, together with his wife **Jemima** who has just completed the London to Paris bike ride, raised over £8,500 for **Bliss**, the national charity for premature babies.

To even greater surprise, **Simon** and his wife, **Victoria**, welcomed the arrival of a baby girl, **Isabella** having been convinced of boy number 3.

onside law
sport-fashion-entertainment

onside on the beautiful game

onside law advised Southampton FC on a three year sponsorship deal with IT firm, **aap3** to become the Club's main sponsor.

onside on screen

onside law has been working with **Heston Blumenthal** on his new series 'Heston's Mission Impossible'. From Chefs to Models, *onside law* also advised Premier Models on all aspects of their exciting fly-on-the-wall documentary 'The Model Agency'.

onside on the run

onside law advised **Participate Sport Limited**, the operator of mass participation sporting events, on its recent joint venture with **Union Jack Sports Limited**.

Union Jack delivers the annual **British 10K London Run**, which takes place through the heart of London. *onside law* has also advised on **Participate's** women only cycling event, the **Cycletta**. To join in follow this link: www.cycletta.co.uk

onside on the grid

onside law has advised **SRO**, the organisers of the **FIA GT1 World Championship** on promoter agreements, sponsorship and merchandising issues and commercial disputes.

onside on the training ground

onside law has recently advised **Patrick Vieira** on his new arrangements with **Manchester City** as **Football Development Executive**, **Phil Parkinson** on his appointment as **Bradford City Manager** & **Kevin Keen** on his appointment as first team Coach at **Liverpool**.

onside by design

onside law advised design and communication agency, **Freestate**, on the delivery of creative concepts for leading brands such as **Sony** and **Calvin Klein**, along with a joint venture in **Singapore** with a **Hong Kong** listed brand activation company.