



JunHe LLP is a well-recognized practice lauded for its wide-ranging offering. They also house a capable offering in media and entertainment law.

—Chambers Greater China Region

Media, Entertainment and Sports

JunHe has a dedicated law practice in the areas of media, entertainment and sports. It has a team with comprehensive expertise in the area and has participated in many well-known cases.

Our Team

JunHe's media, entertainment and sports team is composed of over 25 specialized lawyers, including 15 partners and counsels. They mainly work in Beijing, Shanghai, Hangzhou and Guangzhou, where the media, entertainment and sports industry is particularly active. The team's lawyers possess profound legal knowledge, and a deep understanding of key facets in the areas of media, entertainment and sports.

Key Practice Areas

JunHe's media, entertainment and sports practice is broad in scope. It includes cultural industries (film and television production, publishing, distribution, printing and reproduction, advertising, gaming, theme parks, cultural exhibitions, animation, and arts and culture), the sports industry (sports games and sports brokerage), the telecommunications and media industry (the operation of telecommunications, computer and cable television networks, and e-commerce), emerging industries related to cultural media (such as artificial intelligence, the metaverse, NFTs, virtual digital humans) and related rights protection and dispute resolution.

They are experts in providing full services in Media, Entertainment and Sports Law

JunHe provides a full range of legal services for different types of media, entertainment and sports projects. This includes providing legal opinion on laws and policies, business model compliance analysis, document drafting, IP project due diligence investigation and company due diligence investigation, negotiation and design of transaction structures, financing mergers and acquisitions, IPOs, enterprise training and dispute resolution.

- **Cultural:** legal services related to movies, TV series, animations, variety shows, web series, games, music, artworks, performance brokerage, theme parks and other cultural products, services and sectors;

JunHe, founded in Beijing in 1989, is one of the first private partnership law firms in China. Since its establishment, JunHe has grown to be a large and recognized Chinese law firm. The firm has fourteen offices around the world and a team comprised of more than a thousand professionals.



Their (JunHe's) advice is very pragmatic and their services are efficient and down-to-earth.

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- **Sports:** legal services related to the staging, introduction, licensing and derivative development of sports events, acquisitions, naming and partnership of sports franchises, player portrait licensing, and general commercial issues affecting athletes, coaches and other celebrities.
- **Telecommunications:** legal services related to the internet, e-commerce, online live streaming, online publishing, online audio and video programs, online cultural products and internet finance;
- **Media:** legal services related to print media (newspapers and magazines), television media (television and radio) and advertising;
- **Derivative products:** legal services related to copyright, trademark, franchise, right of reputation, trade secrets, comprehensive intellectual property, brand protection and unfair competition;
- **Celebrities and other high net worth individuals and families:** legal services related to family/cultural charitable trusts, charitable contributions, individual/family wealth management, family/cultural charitable foundations and cultural charitable projects;
- **Privacy and information protection:** legal services related to compliance and policy, employee issue, investigation and litigation and data safety; and
- **Emerging industries:** legal services related to artificial intelligence, metaverse, NFTs and virtual digital humans.

An industry-leading team with unique strengths

Taking advantage of the following unique strengths, JunHe's media, entertainment and sports team is devoted to assisting clients effectively and efficiently in realizing their business goals:

- **Coordination of government relations:** we have built a positive long-term relationship with the relevant government authorities, and have a full understanding of the applicable scope and limitation on PRC laws, regulations and policies;
- **Advantages in resource sharing:** we share and deploy business resources within the firm in a uniform fashion, allowing the branch offices at different locations to work seamlessly as an entire team, and lawyers from different practice groups can cooperate with each other while serving clients;
- **Familiarity with the media, entertainment and sports industry:** we are the pioneers in China regarding legal practice in the areas of the cultural, sports, entertainment and media industries, and have built a specialized practice group over many years. We have provided specialized legal services for large-scale international entertainment and sports events that have taken place in China;
- **Value-added services:** JunHe has 18 expertise areas, including investment, securities, mergers and acquisitions, funds, taxation and labor law. When a client needs comprehensive legal services involving multiple areas, our lawyers from different areas can provide real-time support with close coordination.

PRC Firm of the Year – TMT
2022

China Law & Practice Awards

Equity Market Deal of the Year -
GHY Culture and Media's IPO Project
2021

ALB SE Asia Law Awards