

Media & Entertainment

Law Practice Profile





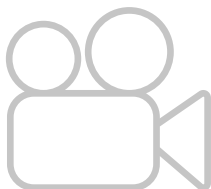
Media & Entertainment



King Stubb & Kasiva (KSK) is one of India's leading full-service law firms with offices in New Delhi, Mumbai, Bangalore, Chennai, Hyderabad, Kochi, Pune, and Mangalore. With over two decades of experience in corporate, regulatory, and dispute resolution matters, KSK has consistently advised some of the most dynamic businesses in India.

The firm's dedicated Media & Entertainment Law Practice, headquartered in Mumbai, offers specialised expertise for the creative economy—serving studios, producers, OTT platforms, music labels, broadcasters, digital platforms, advertisers, gaming companies, and sports franchises.

The Indian Media & Entertainment Sector:



India's entertainment industry is among the fastest-growing in the world, driven by:

- The rise of **streaming and OTT** consumption.
 - **Cross-border** co-productions and global collaborations.
 - Explosive growth of **digital-first creators and influencers**.
 - **Massive investments** in sports, gaming, and live events.
 - Increased focus on music **IP monetisation and licensing**.
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Scope of Services

1. Film, Television & OTT

- Drafting and negotiation of production, financing, and distribution contracts.
- Co-production agreements (domestic and international).
- Talent, crew, director, and guild agreements.
- Script clearance, censorship, CBFC certification, and regulatory advisory.
- Content acquisition, licensing, and syndication.
- Rights management, merchandising, and franchise deals.
- Structuring film funds and film financing models.

2. Music & Performing Arts

- Recording, publishing, and distribution contracts.
- Synchronisation, mechanical, and performing rights licensing.
- IP monetisation strategies for labels and artists.
- Royalty structuring, collection, and enforcement.
- Artist management agreements.
- Live performance and tour contracts.
- Enforcement actions against piracy, illegal downloads, and unauthorised streaming.

3. Digital Media, Influencers & Advertising

- Structuring influencer and brand endorsement contracts.
- Branded content, sponsorships, and product placement deals.
- Compliance with ASCI Codes and Consumer Protection Act.
- Advisory on social media monetisation and platform contracts.
- Regulatory compliance with IT Rules, DPDP Act, data protection, and online advertising laws.
- Reputation management and online defamation actions.



4. Gaming, E-Sports & Sports

- Advisory on online gaming, fantasy sports, and e-sports legality.
- Structuring sports leagues, team franchise models, and ownership arrangements.
- Sponsorship, merchandising, and broadcasting rights.
- Player contracts, transfer agreements, and representation deals.
- Sports technology, betting regulation, and compliance with state laws.
- Event management, ticketing, and stadium/venue agreements.

5. Intellectual Property, Licensing & Enforcement

- Trademark, copyright, design, and domain name protection.
- IP registration, licensing, franchising, and assignment agreements.
- Anti-piracy enforcement (takedowns, blocking orders, and raids).
- Monetisation of IP assets through franchising and merchandising.
- IP due diligence for acquisitions and investments.

6. Corporate & Commercial Transactions

- Mergers & acquisitions in media, production, and gaming companies.
- Joint ventures and strategic alliances with foreign studios.
- Investment structuring for media start-ups and digital platforms.
- Film financing, securitisation of IP, and structured funding.
- Private equity and venture capital investments in entertainment companies.

7. Taxation & Regulatory Advisory

- GST, withholding tax, and transfer pricing for cross-border content deals.
- Taxation of performers, artists, and foreign crew.
- Structuring of royalty and licensing arrangements.
- Compliance with FDI rules for foreign investments in media & broadcasting.
- SEBI and RBI compliance for entertainment financing.



8. Labour, Employment & Guild Compliance

- Drafting and negotiation of employment and talent contracts.
- Advisory on trade unions and guild regulations.
- Workplace harassment policies for production houses and event organisers.
- Structuring benefits, insurance, and liability frameworks for crew and staff.

9. Technology & Data

- Advisory on data privacy, cyber security, and platform liability.
- Structuring licensing arrangements for streaming and cloud-based platforms.
- Compliance with emerging technology laws for AI, AR/VR, and Metaverse content.
- Blockchain and NFT-based IP licensing and monetisation.

10. Dispute Resolution

- Arbitration and mediation in contractual disputes.
- Litigation concerning copyright, trademark, and royalties.
- Defamation and reputation management cases.
- Disputes before film chambers, broadcasters' associations, and regulatory bodies.
- Cross-border enforcement of entertainment contracts.

Representative Experience

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| • OTT Platforms: | Advised on content acquisition, licensing, and regulatory compliance for leading streaming platforms. |
| • Film Co-Production: | Structured and negotiated cross-border film co-production between Indian and European entities. |
| • Music IP Enforcement: | Represented a major music label in copyright infringement and royalty disputes with digital platforms. |
| • Sports & Gaming: | Assisted in structuring an e-sports tournament framework, including sponsorship, player agreements, and league governance. |



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| • Sports & Gaming: | | Assisted in structuring an e-sports tournament framework, including sponsorship, player agreements, and league governance. |
| • Advertising & Influencers: | | Drafted influencer agreements for international brands, ensuring compliance with ASCI and consumer law. |
| • Event Management: | | Advised a multinational entertainment company on venue, sponsorship, and liability arrangements for global concerts in India. |

Why KSK?

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| • Comprehensive Coverage: | | End-to-end services across all media & entertainment segments. |
| • Pan-India Reach: | | Presence in major Indian cities for local and national representation. |
| • Cross-Border Capabilities: | | Global collaborations with international law firms and studios. |
| • Sector Specialisation: | | Practical experience with the entire media value chain—production houses, OTT platforms, gaming companies, music labels, event organisers, and advertisers. |
| • Full-Service Integration: | | Seamless support from KSK's corporate, tax, competition, employment, and technology practices. |

Our Commitment

KSK believes in supporting India's creative economy with legal expertise that enables innovation, safeguards talent, and attracts investment. We partner with creators, businesses, and investors to ensure their projects are legally secure, financially sound, and commercially successful.

At KSK, we view media and entertainment law not as a niche, but as a convergence of creativity, commerce, and compliance. Our role is to empower the industry to grow with confidence.

Key Contacts



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