

Proskauer Advises Ivy League on 10-Year Exclusive Media-Rights Deal With ESPN

April 4, 2018

April 4, 2018 (New York) – International law firm Proskauer advised the Ivy League on a 10-year deal with ESPN to become the exclusive national media rights holder for its conference. Most of the games will be available on the soon-to-be launched ESPN+, the company's new direct-to-consumer sports streaming service.

Starting in the 2018-19 season, fans of the conference and its eight member institutions will receive increased Ivy League content and coverage from ESPN, including exclusive live events, access to highlights and special content.

Sponsoring conference championships in 33 men's and women's sports and averaging more than 35 varsity teams at each school, the Ivy League is the most diverse intercollegiate conference in the U.S. with more than 8,000 student-athletes competing each year.

The Proskauer team was led by Technology, Media & Telecommunications Group co-head Rob Freeman and included associate Krista Whitaker (Corporate).

As primary counsel for a multitude of technology, media and telecommunications clients, Proskauer's Technology, Media & Telecommunications Group helps companies take advantage of strategic opportunities presented by these rapidly involving industries. Recent headline matters include advising Discovery Communications in its agreement to create a joint venture with The Enthusiast Network and Hulu in connection with the launch of its live-TV service.

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