

Proskauer Advises Discovery in \$2 Billion+ Strategic Alliance With PGA Tour

June 4, 2018

12 year deal will create a first-of-its-kind international OTT platform

June 4, 2018 (New York) – International law firm Proskauer represented longtime client Discovery Inc. in the negotiation of a strategic alliance with the PGA Tour that will begin in 2019 and include global multi-platform live media rights outside of the U.S. for all PGA Tour events, including the six Tours operating under the PGA Tour umbrella. With an expected investment of over \$2 billion, Discovery and the PGA Tour expect to collaborate on the launch of a PGA Tour-branded “over-the-top” service and to build a global OTT “home of golf” platform available outside of the U.S.

A global leader in entertainment, Discovery delivers over 8,000 hours of original programming each year. Available in 220 countries and territories and 50 languages, Discovery reaches viewers on a variety of platforms including TV Everywhere products such as the GO portfolio of apps and Discovery Kids Play; direct-to-consumer streaming services such as Eurosport Player and Motor Trend OnDemand; and digital-first and social content from Group Nine Media. Its portfolio of brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, Turbo/Velocity, Animal Planet, and Science Channel, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America and Eurosport.

The Proskauer team is being led by partners Robert Freeman, co-head of the Technology, Media & Telecommunications Group and a member of the Sports Group, and Lauren Boglivi, member of the Private Equity and Mergers & Acquisitions Group, and includes partner Richard Corn (Tax); partner Christopher Ondeck (Antitrust); partner Kristen Mathews and associate Laura Goldsmith (Privacy & Data Security); senior counsel Paresh Trivedi and associate Wai Choy (Technology, Media & Telecommunications); and associate Jason Joffe (Sports).

As primary counsel for a multitude of media and entertainment 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 Hulu in connection with the launch of its live-TV service and the Ivy League on a 10-year deal with ESPN to become the exclusive national media rights holder for its conference.

Related Professionals

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