Proskauer Advises Chivas on Media Rights Agreement with Amazon

September 4, 2024

NEW YORK, September 3, 2024 – Proskauer, a leading international law firm, announced today that it represented Club Deportivo Guadalajara ("Chivas"), one of the most popular soccer teams in Liga MX, in connection with its four-year media rights agreement with Amazon Prime Video. All Chivas home games will now be available in Mexico through Prime Video. The club's first live game on Prime Video was on Saturday, August 31st, in which Chivas defeated FC Juárez.

"This agreement is very significant for the club in many dimensions, having a partner like Amazon, whose innovative nature, of always thinking outside the box and their permanent conviction to offer the best experience to its millions of users, perfectly matches the vision and essence of Chivas," said Amaury Vergara, President of Club Deportivo Guadalajara.

The Proskauer team was led by partner Robert Freeman (TMT, Sports) and associates Jordan Horowitz (TMT) and Benjamin Freeman (Sports). The team also included partner Robert Friedman (Tax).

About Proskauer

The world's leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are known for our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

For more than 60 years, Proskauer has advised the world’s premier sports organizations on their most critical and complex matters. Our lawyers play a pivotal role in the transactions, negotiations and litigations that are at the leading edge of the business of sports.

Related Professionals

- **Robert E. Freeman**
  Partner
- **Jordan M. Horowitz**
  Associate
- **Benjamin Freeman**
  Partner