

Contact

Robert E. Freeman

Partner

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Robert E. Freeman is a partner in the Corporate Department, co-head of the Technology, Media & Telecommunications Group and a member of the Sports Law Group. A nationally recognized media and sports attorney, Rob has been named an "Elite Dealmaker" by *Variety*, a "Top Lawyer" by *Cablefax*, and, most recently, one of the entertainment world's "Power Lawyers" by *The Hollywood Reporter*.

Rob began his career as an antitrust and intellectual property litigator before transitioning to a corporate transactional attorney. For almost three decades, Rob has helped to structure and negotiate the transactions that shape the way consumers access and view content.

Today, Rob leads a team of attorneys focused on media, sports, entertainment and technology transactions, representing clients such as Warner Bros. Discovery, Cox Communications, FanDuel, The Big Ten Conference, The Big 12 Conference, TMRW Sports, ForgeLight, Minute Media, Ziff Davis, Seminole Hard Rock Digital, 776 Management, X Games, League One Volleyball, and NFL Media, among many others. Rob's work for these clients includes a broad array of corporate transactions ranging from industry-specific mergers and acquisitions, minority and control investments, the negotiation of complex media and sports rights and content distribution agreements, and the creation of joint ventures, strategic alliances, and

complex commercial licensing arrangements. Rob also has advised multiple clients on first-of-their-kind transactions related to sports betting. In addition, as recognized by *Chambers USA*, Rob has extensive experience in sponsorship, naming rights, licensing, endorsement and talent-related agreements.

More recently, Rob has led the launch of emerging sports leagues such at TGL (initially a joint venture between TMRW Sports and PGA TOUR), the X Games League, LOVB (women's professional volleyball league) and ATHLOS (a proposed women's professional track league), which has included corporate structuring, team sales, media rights, arena development and leasing, and sponsorship. Other examples of Rob's work include representing Discovery in connection with its merger with Warner Media to form Warner Bros. Discovery, The Big Ten Conference and The Big 12 Conference in the negotiation of their media rights deals, ForgeLight LLC in its acquisition of a majority stake in Univision Holdings, Inc, the leading Hispanic media company in the U.S.; Discovery in its $2 billion+ contractual joint venture with the PGA Tour to form "GOLFTV" and subsequent acquisitions of Golf Digest and Golf Channel Latin America; Cox Communications in the negotiation of all of its largest content acquisition and distribution deals, including with The Walt Disney Company, Paramount, NBCU, and FOX; and The Stars Group in its groundbreaking partnership with FOX Sports, which included the launch of sports betting platform FOX Bet and an equity investment by FOX of over $240 million in The Stars Group.

Rob is consistently cited in *Chambers USA* and *The Legal 500 US* as a recommended lawyer for Media & Entertainment and Technology & Telecoms, and repeatedly recognized by *Variety* as a "New York Elite Dealmaker" and on their "Dealmakers List", which recognizes the executives behind the biggest deals in media and entertainment. Rob also has been named a Top Lawyer by *Cablefax*, which recognizes "the legal titans of cable, broadband, broadcast TV, wireless and internet" and has been on *The Hollywood Reporter*'s Power Lawyers list, which honors the top 100 entertainment lawyers in the U.S., since 2018. Rob was also listed in *New York Super Lawyers* 2020-2024 and *Best Lawyers*: Best Lawyers in America 2020-2025.

Rob is a frequent lecturer on sports, media, intellectual property, licensing, emerging technology, digital rights and sponsorship issues and is the editor of Proskauer's "Three Point Shot" sports e-newsletter. He is a longtime member of the Board of Directors of the T. Howard Foundation, whose mission is to increase diversity in the

media and entertainment industries. Rob has also chaired the Golf Committee for the March of Dimes' annual golf outing in the NYC area.

Matters

Some recent examples of Rob's work include:

- Negotiation of a joint venture involving Warner Bros. Discovery, ESPN, and FOX involving the development and launch of a sports focused virtual MVPD platform
- Representation of major media company in its acquisition of a video game company
- Representation of some of the largest programmers and distributors in the U.S. with respect to all manner of programming distribution arrangements, including both traditional MVPD distribution and new media platform distribution (e.g., FAST channel, OTT, wireless and "app-based")
- Representation of a major international media company in its acquisition of a U.S.-based sports management company
- Structuring and negotiation of major sports media rights and naming rights agreements
- Representation of multiple emerging sports leagues, including league structuring, team sales, governance, media rights, and sponsorships
- Counseling relating to the launch of a new regional sports network

Practices

Corporate/Transactional, Technology & IP Transactions, Sports, Media & Entertainment Finance, Antitrust Technology Task Force, Copyright, Intellectual Property

Industries

Technology, Media & Telecommunications, Private Capital, Entertainment, Sports, Asset Management, Private Equity

Market Solutions

Proskauer+Tech

Education

Georgetown University Law Center, J.D.

cum laude

Princeton University, A.B.

Admissions & Qualifications

New York

Court Admissions

U.S. District Court, District of Columbia

U.S. District Court, New York, Eastern District

U.S. District Court, New York, Southern District

Memberships

New York State Bar Association (Intellectual Property Law Section)

American Bar Association (Internet Committee and the Entertainment and Sports Section)

Sports Lawyers Association

The Executive Council (Media & Entertainment Board)

Awards & Recognition

Chambers USA: New York: Media & Entertainment: Corporate, 2026

Forbes: America's Top Lawyers, 2025

Chambers USA: New York: Media and Entertainment: Corporate 2021-2025

Variety: Legal Impact Report 2019-2024

Hollywood Reporter New York Power Lawyers 2023-2024

Hollywood Reporter Power Lawyers: Hollywood’s Top 100 Attorneys 2022

Hollywood Reporter Power Lawyers 2020: New York's Top 20 Entertainment Attorneys 2020

Sports Business Journal Power Players: Outside Counsel 2021

The Legal 500 United States: Media, Technology, and Telecoms: Media and Entertainment: Transactional 2016-2024

The Legal 500 United States: Media, Technology, and Telecoms: Technology Transactions 2018-2025

The Legal 500 United States: Media, Technology, and Telecoms: Telecoms and Broadcast: Transactional 2016-2022

The Legal 500 United States: Media, Technology, and Telecoms: Technology: Outsourcing 2018-2021

The Legal 500 United States: Industry Focus: Sports

Best Lawyers in America 2020-2027

Lawdragon 500 Leading Global Entertainment, Sports & Media Lawyers 2025

New York Super Lawyers 2020-2024

Top Dealmaker in Broadcasting & Cable Magazine

Variety: Dealmakers Elite New York 2017-2019

Acritas Star Lawyer 2020-2021

Cablefax Top Lawyers 2018-2019