



Interactive Entertainment VIDEO GAMING INDUSTRY

SLA advises leading multinational entities on the drafting of all agreements for the distribution and protection of their software in relation to videogames technology as part of their expansion into the Italian market.

"SLA Osborne Clarke's professionalism and experience in our market are of great help also with reference to our continued development".

Paolo Chisari
General Manager, Activision Blizzard Italia

Hardware transitions have always been challenging times for the interactive entertainment industry and gaming and the current transition to the next generation of consoles is proving to be no

exception. The invasion of portable consoles is attracting new consumers.

In addition, mobile will become an increasingly important platform and there are also signs that the sector is having some success in broadening its demographic and geographic appeal.

All of these factors will make the sector more interesting to advertising agencies and their clients, and product placement is also becoming a strategic matter.

The overall prospects for the sector remain very positive and a recent study from AESVI (the Italian association of videogame publishers) predicts that the sector will grow despite the global crisis.

Thanks to the collaboration between well know publishers and film companies, a number of exciting titles have been released driving consumers to the games industry in all age ranges. The group is actively advising on the newest MMO games. The area appears to be in rapid expansion and deserves attention from legal teams.

Our interactive / video gaming group is widely recognised as the leading legal team in Italy (and in Europe with Osborne

Clarke) for work in relation to this sector. Our group works closely with the IP team with mutual success and client satisfaction and this is certainly a remarkable key point.

With a reputation for being industry "insiders", the team provides legal services to organisations across the entire spectrum of the sector including developers, publishers, distributors, content owners, hardware manufacturers, middleware companies and providers of finance. These include some of the most innovative companies in this sector.

A regulatory compliance activity is run constantly by the group, boosting contacts and discussions with national and international authorities. In consideration of the international nature of the industry, the group actively monitors the work and guidelines of the ESRB, ESA and ELSPA in addition to the immediately relevant European PEGI system and its application.

We have extensive experience of the whole range of contractual arrangements involved in this sector and in the growing area of alternative games finance.

Co - marketing, licences, product placement, distribution and sales policies, cover mounting, sponsorships, anti-circumvention technology, publishing agreements, legislation on adult-content games

We also regularly provide advise on the protection of intellectual property and other rights in this sector and the resolution of disputes, together with the classic corporate governance matters for new and consolidated games companies.

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