

MEDIA LAW
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**Opportunities for
Countrywide Engagement**

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MEDIA LAW INTERNATIONAL ®

Executive Summary

Media Law International (MLI) is a leading independent publication dedicated exclusively to media law. Through authoritative rankings, research and thought leadership, MLI provides insight into the firms, practitioners and developments shaping media law practice across 60 jurisdictions worldwide.

Published annually, MLI serves as a trusted reference for law firms, in-house counsel, media organisations and industry stakeholders seeking to identify leading expertise in an increasingly complex and rapidly evolving sector.

MLI provides a unique platform for law firms and practitioners to enhance their profile among a highly targeted international audience. Opportunities include featured articles, firm profiles, lawyer profiles and thought leadership contributions, which enable participants to showcase their expertise, highlight notable achievements and strengthen their visibility across domestic and global markets.

MLI also hosts the Annual Global Conference, a flagship event that brings together leading lawyers, in-house counsel and industry stakeholders from around the world. The conference provides a forum for high-level discussion on the issues shaping the future of media law, while promoting global collaboration, knowledge sharing and professional engagement.

Together, MLI's rankings, thought leadership and events provide an influential platform through which firms can demonstrate excellence, build relationships and engage with industry leaders from across the international media market.

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Research & Methodology

MLI's rankings are founded on independent research conducted by experienced researchers with extensive knowledge of the global legal market. Participation in research is free of charge, and firms cannot pay for ranking positions or recognition.

Our research combines detailed firm submissions, market analysis and extensive feedback from clients and industry peers. Participating firms are invited to complete comprehensive questionnaires outlining their expertise, notable work and strategic developments. Findings are supplemented by interviews with media clients and industry stakeholders conducted remotely and in person during research trips to jurisdictions under research.

Ranking decisions are based on a thorough assessment of legal capability, market reputation, client feedback, sector expertise and influence within the relevant jurisdiction. Researchers also consider broader market structures, emerging trends and developments affecting the media sector worldwide.

This transparent approach enables MLI to deliver authoritative rankings and market insight across 60 jurisdictions, providing a trusted benchmark of excellence in media law practice.

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Our research process begins with detailed submissions from participating firms. Each year, firms are invited to complete a research questionnaire covering:

- Details of the most important cases over the past 12 months
- Details of developments within the firm, including personnel changes
- A list of client referees, who we contact for any feedback

Our research process is further strengthened through direct engagement with firms and markets worldwide. Regular visits to the jurisdictions we cover enable our researchers to develop a deeper understanding of local legal markets as well as emerging trends and developments, ensuring that our rankings reflect technical excellence and market standing.

Client feedback forms an important part of our methodology. We regularly engage with in-house counsel and referral partners to obtain independent perspectives and feedback on law firms and individual practitioners.

This methodology ensures that MLI's rankings remain independent, research-led and reflective of the leading firms and practitioners operating across the global media law market.

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Publishing Options

Featured Article

Showcase Your Expertise with a Featured Article

Featured Articles are premium 2,000-word contributions published alongside author biographies and photographs. Submitted shortly before publication, they provide timely insight into the latest legal, regulatory and commercial developments affecting the media sector.

As one of the publication's most prominent opportunities, Featured Articles provide authoritative analysis of key issues shaping media law, offering contributors a platform to share market insight and contribute to industry discussion. Positioned prominently within the publication, Featured Articles help establish contributors as trusted advisers and recognised leaders within their jurisdiction and across the wider international media law community.

Chapter Introduction

Highlight Your Expertise with a Country Overview

Chapter Introductions are concise 400-word summaries of the key trends and developments shaping the media industry within a particular jurisdiction. Contributed by leading firms, they provide readers with a valuable overview of market activity. Positioned above the rankings table, this contribution provides firms with prominent visibility. Each Chapter Introduction includes a byline and firm contact details, enhancing visibility and engagement opportunities.

For information on rates, please contact bd@medialawinternational.com.

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Firm Profile

Strengthen Your Market Presence with a Firm Profile

A Firm Profile offers an enhanced opportunity to highlight your firm's expertise, strengths and market position within the industry. Designed to maximise visibility and engagement, each profile includes:

- A 600-word firm description structured under house style headings
- Hyperlinks to your website and key contact details
- Firm logo placement
- Multiple office locations

Firm Profiles are directly linked from the rankings table, with participating firms highlighted in bold for added visibility. In addition to showcasing your core media law practice, profiles provide an opportunity to highlight specialist services, sector expertise, and geographic reach, while ensuring prospective clients and referral partners can easily connect with your firm.

Firm Description

Raise Your Firm's Profile with an Entry-Level Listing

Our entry-level profile option provides a concise and effective introduction to your firm, ensuring visibility among clients, peers and industry decision-makers. Featuring a 100-word description enables firms to highlight their media law expertise, key strengths and leadership team in a clear and accessible format. Positioned within the guide alongside the rankings, this option offers a cost-effective way to enhance your firm's profile, and communicate its core capabilities to an international audience of legal and media professionals.

For information on rates, please contact bd@medialawinternational.com.

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Lawyer Profile

Stand Out with a Dedicated Lawyer Profile

A Lawyer Profile is a premium opportunity to showcase the expertise and reputation of your firm's leading practitioners. It provides a dedicated platform to highlight an individual lawyer's professional achievements, areas of specialisation, notable matters and contributions to the firm and legal practice.

Each profile features a professional biography, key practice areas, contact details and a lawyer photograph. This positions the featured lawyer as a trusted authority and a recognised point of contact for clients and professionals seeking specialist expertise within their jurisdiction.

Lawyer Profiles contribute to increased discoverability among an international audience of businesses, legal peers and referral partners.

Whether your objective is to strengthen business development, elevate individual recognition, support cross-border referrals or reinforce your firm's standing in media law, a Lawyer Profile offers a strategic platform to build credibility and expand professional visibility.

For information on rates, please contact bd@medialawinternational.com.

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P u b l i s h i n g R a t e s

Publishing Opportunity	Rate
Chapter Article	
Country Chapter on Rankings Page, 2,000 Words, Up to Two Authors, Bylines	£2,499
Premium Package Country Chapter Plus Firm Profile	£2,999
Chapter Introduction	
400-Word Article, Directly Above Rankings Table, Byline	£1,199
Firm Profile	
1,200 Words, Full Page, Firm Logo, Hyperlink Included	£1,899
600 Words, Firm Logo, Hyperlink Included	£1,399
Firm Description	
100-Word Firm Description, Firm Logo, Hyperlink Included	£599
Lawyer Profile	
Full-Page Profile Including Lawyer Picture, Contact Details, Firm Logo, Hyperlink Included	£1,199

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Publishing Rates

Publishing Opportunity	Rate
e-Zine Articles	
Full-Page Display Ad	£1,199
Page 3 Single-Page/ 600 Words	£1,099
Pages 4-6 Three-Page Spread/ 1,200 Words	£1,499

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Annual Global Conference

The Annual Global Conference (AGC) is MLI's flagship event, bringing together leading law firms, in-house counsel, CEOs, founders and industry stakeholders from around the world. The AGC has been held for six years in a row, initially online, and for the past two years has been in person. Our sixth AGC was held in London and welcomed delegates from 26 countries, reinforcing its position as an international forum for the media law community.

The AGC provides a platform for high-level discussion on the legal, regulatory and commercial developments shaping the media sector. Through expert panels, keynote presentations and networking opportunities, delegates exchange insights on emerging trends, cross-border challenges and the evolving relationship between media, technology and regulation.

Previous AGCs have featured speakers from leading organisations including the **BBC, Channel 4, The Guardian, CNBC-e, Kantar, Facebook, TuneIn, Paramount, Hanway Films** and other prominent media companies. The AGC also attracts participation from leading international law and boutique firms.

Participation in the AGC is limited to firms that are ranked in MLI's published [listings](#).

Topics explored at previous AGCs have included:

- Litigation, freedom of expression and reputation management
- Digital content, copyright and online advertising
- Social media, privacy and platform liability
- Cross-border streaming and digital distribution
- Media and entertainment developments in emerging markets
- Regulatory developments affecting global media businesses

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Participation in the AGC is competitively priced in line with similar international conferences. In addition, there are sponsorship opportunities.

For sponsors, the AGC offers a valuable opportunity to engage directly with a senior international audience of leading lawyers, in-house counsel and industry stakeholders. Sponsorship provides strategic visibility and meaningful engagement with key decision-makers from across the global media law sector.

Partnership opportunities deliver coverage before, during and after the event through conference branding, digital promotion and thought leadership initiatives enabling sponsors to strengthen their profile amid an international audience.

Sponsorship packages can be tailored to support specific business objectives, deliver targeted visibility and provide meaningful engagement with legal and media industry stakeholders.

Available sponsorship opportunities include:

- Delegation Sponsor
- Keynote Session Sponsor
- Panel Session Sponsor
- Awards Dinner Sponsor
- Thought Leadership Sponsor
- Tailored Sponsorship Packages

For information on sponsorship rates, please contact agc@medialawinternational.com.

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Distribution

MLI is distributed to media organisations, legal departments, and law firms across the globe. Our targeted international database includes senior decision-makers, including general counsel, in-house counsel, legal directors, founders, CEOs and other industry leaders operating within the media sector.

The publication also reaches a broad range of law firms, from specialist boutiques to leading full-service and international practices, ensuring visibility among legal advisers and prospective clients worldwide. As a trusted reference guide, MLI serves as a valuable resource for media companies seeking specialist legal counsel and for lawyers making cross-border referrals.

Our distribution list includes: Spotify, Universal Music Group, Sky News Arabia, Facebook, Thomson Reuters, Virgin Media, Les Publications Condé Nast, Twentieth Century Fox, NOS, Amazon, Radio City FM Bucuresti, Cofina, Netflix, beIN Sports, Fremantle Media, Disney, Bitcoin Foundation, Google, Telegraaf Media Groep, Talpa Media Holding, Aller Media, Burda Hearst Publishing, BBC Worldwide, Al Jazeera Media Network, Foxtel, Microsoft, iGames, Nordisk Film, Warner Bros., Ringier Axel Springer, TV2, ESPN Star Sports Network, Fetch TV, Guardian News & Media, Twitter, Bunte Entertainment Verlag, Yushan Ventures, Discovery Communications, Fox International Channels, Fairfax Media. Havas Worldwide, WPG Uitgevers, ProSieben.Sat1, Wirtualna Polska, Nordisk Film.

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Testimonials

“We value MLI and the presence of a special media law guide. Your international coverage remains invaluable and an important resource for media lawyers and businesses across the globe.”

Bird & Bird, UK

“We believe Media Law International is a valuable resource and an important player in the research of media law practice. As it reaches such a broad target audience, it not only helps shed light on the specifics of media-related matters but also helps promote the best firms amongst the major industry giants.”

CCA Law Firm, Portugal

“We regularly use MLI as a tool when contacting colleagues in foreign jurisdictions and found we can rely on MLI’s assessment.”

Lausen, Germany

“As has been the case from the beginning, we appreciate the great quality of MLI. The publication is a truly specialised and one of a kind. It is the most focussed publication within the area of media.”

Kromann Reumert, Denmark

“Based on our experience in the marketplace, it is our best judgment that MLI has done a commendable job of reviewing and ranking the Leaders of media law globally.”

Norris McLaughlin, US

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C o n t a c t s

For further information about engagement opportunities, participation in our research programme or sponsorship, please contact us using the details below.

Content and Research

research@medialawinternational.com

Business Development

bd@medialawinternational.com

Annual Global Conference

agc@medialawinternational.com