

# HERBERT SMITH FREEHILLS APPOINTS HEAD OF MEDIA AND DIGITAL IN THE UK

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Firm news

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Global law firm Herbert Smith Freehills continues the expansion of its Technology, Media and Telecommunications (TMT) offering in London with the promotion of [Hayley Brady](#) to Consultant and Head of Media and Digital in the UK.

Hayley, who trained with the firm, is a leading media and entertainment expert in the UK and internationally. Media and entertainment is a key pillar of the firm's TMT offering, a priority sector for the firm. Hayley advises on media regulation and contractual arrangements such as licensing, content/platform agreements, product launches, investments and joint ventures. Hayley leads Herbert Smith Freehills' media and entertainment client engagement strategy in the UK and EMEA, including running the firm's annual media and entertainment summer school for clients.

Hayley also advises clients across a number of sectors on their digital strategies, including on a variety of regulations and contractual arrangements such as partnerships/joint ventures. She focuses on consumer and retail clients, and co-hosts TMT and consumer client events, but also helps to lead the firm's broader disruptive technology and innovation offering across all sectors. Hayley also helps to lead Herbert Smith Freehills' start-up offering, in particular leading initiatives involving women in tech/digital industries.

Hayley is listed as a Next Generation Lawyer by Legal 500 and was awarded the Lawyer Monthly 2018 Top Female Lawyer in Tech award earlier this year.

Hayley's clients include Sky, Google, Tabcorp, BAT, Harrods, Orbit Showtime Network and Chinese gaming and e-commerce leader NetEase.

Tony Joyner, Global Head of TMT Sector, said: "All clients are prioritising digital transformation strategies, and Hayley's promotion in this area, as well as her stellar reputation in media and entertainment, further strengthens our TMT offering."

Nick Pantlin, Head of TMT, Data and Sourcing, UK, said "Many congratulations to Hayley on her well-deserved promotion. The 4th Industrial Revolution or the Digital Age is disrupting all our clients across all sectors and presenting them with both opportunities and challenges. Hayley's focus on the media and entertainment sector as well as on digital strategies, is a key part of our wider TMT, Data and Sourcing offering to clients as they embrace the digital economy."

The firm has recently advised Sky on all aspects of its competing takeover bids by Comcast and 21st Century Fox. It also recently advised on the £202 Million Initial Public Offering of Hipgnosis Songs Fund Limited which will invest in music royalties, a previously unexplored investment opportunity for the listed fund sector, as well as advising Orbit Showtime Network on its studio output arrangements. On the digital front, the firm this year advised Uber on its US\$3.8 billion combination with Yandex.Taxi.