



HERBERT
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HAYLEY BRADY

PARTNER, HEAD OF MEDIA AND DIGITAL, UK

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Hayley advises on media and entertainment, consumer and digital commercial, transactional and regulatory matters.

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BACKGROUND

Hayley has a LLB in Law from the University of Durham with a distinction in the Legal Practice Course from BPP Law School.

KEY SERVICES

Media and Entertainment
Digital Business

KEY SECTORS

Technology, Media and Telecommunications
Leisure and Sport

EXPERIENCE

Hayley heads our media and digital practice, in London, and assists clients on global strategic and innovative arrangements. Hayley has spent time in industry on secondment at Sky, acted as quasi-in house counsel at FilmFlex Movies for a number of years and undertook mini secondments at OSN in Dubai.

Her practice is split into two: (i) advising both media companies and those in other sectors on media and entertainment matters including significant content licensing, partnering, joint ventures, regulation and marketing, sponsorship and advertising; and (ii) advising growing digital companies on partnering and product/geographical expansion and traditional companies on moves to new digital platforms.

Hayley is listed in *Legal 500* as a Rising Star lawyer in the fields of (i) film and TV; (ii) computer games; (iii) digital media; and (iv) advertising, and also won the *Lawyer Monthly Women in Law 2018* Award for expertise in Tech law. Hayley is referred to in legal directories as 'extremely personable and bucks the trend of the average senior corporate city lawyer. She is also hugely knowledgeable and has really strong relationships in the media and entertainment industry', 'bright, has bags of stamina, and is a great problem solver' and 'calm, focused and will work as long, and as hard as required'. Hayley is author of the PLC note "Overview of Broadcast Content Regulation", a member of several industry bodies (including Women in Film and Television, the Royal Television Society and the Beverly Hills Bar Association). Hayley regularly holds several speaker spots at media events and runs a very successful Media Law Summer School event.

Hayley's experience includes advising:

- FilmFlex Movies, movie on demand white label platform, on its white label partnerships including with Virgin Media, Eircom and TalkTalk, movie output and non-output agreements with majors and indies, advertising and technology arrangements
- Panther Media Group (OSN) on media regulatory and commercial advice (including in relation to its channel supply, production and licensing arrangements)
- STV on its networking arrangements with ITV and a range of other matters
- Chellozone on the expansion of its joint venture with CBS to create CBS branded channels from Chellozone's suite of existing channels, to be broadcast across EMEA. Including in relation to CBS's stake in the new partnership and contribution of programming and the right to use the CBS trade mark
- Harrods on its e-commerce partnership with Farfetch
- Moby Media Group on all aspects of its strategic partnership with Vice Media intended to bring digital news, culture and lifestyle programming across the region
- British American Tobacco on its Formula 1 partnership with McLaren

- Bauer and News UK's Wireless on their joint venture to create Octave Audio (a new digital audio company for the UK advertising market)
- UberEats on a range of product launches and expansion