

Press Release:

Couchmans advise ITF on BeIN global media rights partnership

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Couchmans LLP, the UK's leading specialist sports law practice, has recently advised the International Tennis Federation (ITF) on its ground breaking new long term agreement with BeIN Media Group for the Davis Cup and Fed Cup, the premier international team tennis events for men and women for national teams. The seven-year agreement appointing BeIN as ITF's global media rights partner follows an 18 month process. The parties are committed to a long term collaboration to develop the two flag ship international events from "*a coverage, viewership, content and production perspective*".

Couchmans, and Jon Higton in particular, have enjoyed a long relationship with the ITF. Industry veteran Jon Higton, Head of Broadcasting and Media at Couchmans, said "*it has always been a pleasure and a privilege to work with the ITF. This has been an extremely exciting project to be involved with and I look forward to the new partnership being a great success for all*".

For further information, please contact:

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Note to Editors

Couchmans LLP is a commercial law firm based in London offering specialist legal advice to the sports, sponsorship and media industries internationally. The leading independent legal directories say the following about the firm:

“The UK’s leading sports boutique” (Legal 500)

“If you want someone who knows the sports business inside out, these are the guys to call” (Chambers & Partners)

“Formidably strong line-up ... the firm dominates the commercial side of the sector” (Legal 500)

“A phenomenal sports practice ... there is clear, blue water between Couchmans and rival boutique sports firms ... the firm acts for some of the best known names in the sports industry” (Legal 500)

“The premier sporting boutique ... extremely commercial, increasing the value of every deal with the knowledge it brings” (Chambers & Partners)

“The achievement of this firm is incredible ... the country’s number one sports boutique” (Chambers & Partners)

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