

Press Release:

Premier League & Football League Implement Press & Photographers Accreditation Scheme for New Football Season

Date of release: 26 August 2015

Specialist sports law firm, Couchmans LLP advised The Premier League and The Football League in their recent negotiations with the News Media Coalition. These negotiations concerned the terms upon which most of the national UK newspaper groups, international press and photographic agencies are granted access to Premier League and Football League matches and the conditions under which news material can be published and distributed.

A statement released by the News Media Coalition on 11th August read: *“Both parties are pleased to have agreed new access and accreditation arrangements for the next three seasons. These take into account the evolving media landscape as well as the requirements of the leagues and their member clubs. This has been achieved on a constructive basis and we look forward to working together in the coming years.”*

The Couchmans LLP team was led Steven Burton (Partner) assisted by Nick White (Partner) and Daniel Alfreds (Assistant Solicitor).

Steven Burton, Partner Couchmans LLP said: *“This is my 15th year working with The Premier League and The Football League on the implementation and operation of their press and photographers accreditation scheme. There has never been greater media interest in English football and we are proud to have helped to deliver an accreditation scheme that addresses the changes in the fast-moving digital media environment whilst protecting football clubs’ legitimate commercial interests.”*

Richard Masters – General Manager, The Premier League said: *“Steven and his team made an invaluable contribution and worked tirelessly to help The Premier League conclude these complex and important negotiations”*

Ben Wright – Commercial Director, The Football League said: *“Couchmans are The Football League’s preferred advisers on press and photographer accreditation matters. Their unparalleled experience and industry knowledge ensured that we were able to implement a modern media accreditation scheme that delivers comprehensive news coverage for the fans and protects the legitimate commercial interests of our member football clubs”.*

The News Media Coalition represents and advised the UK-based publishers of most national newspaper print publications and digital platforms as well as major news and photographic agencies such as the Press Association, Thomson Reuters, Associated Press, Getty Images, Agence France-Presse, Deutsche Presse-Agentur and the European Pressphoto Agency.

For more information, please contact Steven Burton on +44 20 7611 9660 or Steven.Burton@couchmansllp.com.

About Couchmans LLP

Couchmans is the UK's leading specialist sports law firm (as ranked by the independent legal directories), providing advice to clients operating in the sports industry around the world. The firm serves many of the most prestigious operators in sport, who benefit from an unrivalled collective experience and highly commercial approach.

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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