

Press Release:

Couchmans advises Livestream on strategic partnership with IMG

Date of Release: 14 October, 2013

Couchmans, the UK's leading sports law practice, has acted for Livestream (www.livestream.com) in the negotiation of their strategic partnership with IMG Worldwide to broadcast and distribute live events around the world.

The partnership with IMG marks the beginning of Livestream's commercial expansion outside of its home U.S. market and into the sports industry. Livestream is headquartered in New York with satellite offices in Los Angeles, Ukraine and India and the securing of its partnership with IMG coincides with the opening of Livestream's London office as the headquarters of its EMEA operations and sales division.

Andrew Price, Partner, Couchmans said, "We were delighted to have been instructed by Livestream on this complex and interesting project. Our Sports Media Division includes many years experience and expertise in all areas and aspects of sports content production, protection and exploitation. We specialize in media production services as well as media rights exploitation and this was another example of our involvement with the latest developments in production services, alongside recent work in digital advertising replacement technology, 3D production as well as more traditional production arrangements.

Mark Kornfilt, Livestream's Co-Founder and General Manager, EMEA said "as experts in sports media, Couchmans was the best legal partner available to facilitate a deal that marks rapid growth and international expansion for Livestream.

For further information contact:

Andrew Price, Couchmans LLP: andrew.price@couchmansllp.com

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)

Website: www.couchmansllp.com

About Livestream:

Livestream's mission is to connect people and live events. Livestream offers event owners a complete set of hardware and software tools to share their events with a growing community online. More than 30 million viewers each month watch thousands of live events from customers including The New York Times, Facebook, ESPN, SpaceX and Warner Bros. Records. Founded in 2007, Livestream is headquartered in New York with offices in Los Angeles, London, Ukraine and India. www.livestream.com