

## Press Release:

### La Liga teams up with Couchmans to create innovative data strategy

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International sports law firm Couchmans LLP has been advising Spain's top football leagues on their data strategy over the past year, culminating in the recently announced "official data partner deal" between Liga de Futbol Profesional (LFP) and UK company Satellite Information Services (SIS).

Under the official data partner deal, SIS has been appointed as LFP's official partner to collect and exclusively distribute live match data to the betting industry from more than 2,500 matches per season in Liga BBVA, Liga Adelante, Segunda Division B, the Copa del Rey and Supercopa.

The new data strategy is one of a number of recent ground breaking initiatives designed to support the LFP's goal to be the world's most successful football league.

The Couchmans team, including Steven Burton and Jody MacDonald, worked with LFP to create and devise the strategy for a new package of data rights. It also conducted an independent tender process, drafted new rules and regulations and negotiated the final contracts between the parties.

Couchmans has also advised LFP on a number of related areas including betting integrity, use of data in media/editorial markets (including the LFP's professional coaching system), venue regulations, ticket conditions and other commercial contracts.

Steven Burton, Head of Sports Data & Betting at Couchmans LLP, said:

"It was particularly pleasing that the LFP involved us from an early stage to help devise and deliver their data strategy. This deal demonstrates our ability to provide a unique combination of industry expertise and technical legal services to open up new, long-term revenue streams for international sports leagues and federations. This is an exciting period of international development and growth for both LFP and Couchmans."

Javier Tebas, President of LFP said:

"We have been impressed by the expertise and professionalism of the Couchmans team which has enabled LFP to protect and commercially exploit its Official Data and develop betting integrity measures in line with the top sports organisations worldwide."

For further information contact:

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## **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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