

## Press Release:

# Couchmans Advises on Major Premier League TV Rights Acquisition

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Couchmans LLP, the market-leading specialist sports law firm, has advised Medge Consulting AB on the acquisition of Premier League television, Internet and mobile rights for Sweden, Norway, Denmark, Finland and Greenland. Dan Harrington and Nick White of Couchmans advised Medge on the deal with the Premier League and on related sub-licensing arrangements with broadcasters throughout Scandinavia. The deal marks the latest in a long line of acquisitions of overseas Premier League rights on which Couchmans has advised in recent years.

Dan Harrington of Couchmans said: "This was a complex, high value deal made more difficult by the intense level of competition for the Nordic rights to Premier League football. Although we faced some challenges along the way, it was a pleasure to work with everybody involved and we are delighted to have been able to help our clients achieve the result they wanted."

Tim Smart, Co-Founder of Medge commented, "In a deal of this complexity and economic value it was essential to have as professional a team as could be assembled. Couchmans, and in particular Dan Harrington's, contribution to that team has been invaluable. We will be calling on them again in the future."

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**Couchmans is a commercial law firm offering specialist legal advice to the sports industry.  
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)

*"Remarkably successful at a time when other firms have been looking to exit the sports market ... winning business model"* (Legal 500)

*"The achievement of this firm is incredible ... the country's number one sports boutique"* (Chambers & Partners)

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