



firm profile

McMillan is a modern and ambitious business law firm serving public, private and not-for-profit clients across key industries in Canada, the United States and internationally. With recognized expertise and acknowledged leadership in major business sectors, we provide solutions-oriented legal advice through our offices in Vancouver, Calgary, Toronto, Ottawa, Montréal and Hong Kong. Our firm values – respect, teamwork, commitment, client service and professional excellence – are at the heart of McMillan's commitment to serve our clients, our local communities and the legal profession. For more information, please visit our website at www.mcmillan.ca.

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entertainment

overview

Today's entertainment productions are often global efforts. Producers must navigate financing and production markets in multiple geographies. They must cater to an increasingly sophisticated and global audience that has a myriad of entertainment options and a wealth of delivery channels from which to choose.

The move to electronic distribution has also disrupted the entertainment industry. Major record labels now compete with individual artists who release their music online, and albums have given way to individual song downloads. Publishers, venues, promoters and music retailers—as well as the artists themselves—are racing to understand and take advantage of this evolving competitive and legal environment.

McMillan's Media, Communications and Entertainment Industry Group understand both the art and business of entertainment. Our industry experts are focused on protecting our clients' commercial interests while helping them identify opportunities to share their creative work with a broader audience.

We understand that, while regulations are local, technology makes this a global business. And so we help clients create business models that will work profitably in a complex global web of regulatory and legal jurisdictions. Our clients have included some of the world's leading film studios, television networks, cable operators, production and distribution companies, and artists themselves.

McMillan professionals help clients lead by:

- Helping to secure financing
- Representing them before regulatory tribunals such as the Canadian Radio-television Telecommunications Commission
- Developing intellectual property and licensing agreements
- Advising non-Canadian companies on transactions subject to the *Investment Canada Act*
- Developing strategies to help secure tax credits and grants
- Representing clients in litigation and other dispute resolution proceedings
- Advising on acquisitions, mergers or divestitures
- Negotiating contracts for performing artists, endorsements and record production arrangements