



INDIALAW

# Media And Entertainment

Leading Media and Entertainment Law Firm in India for IP, Licensing, and OTT

PRACTICE PROFILE • MAY 2026

## Overview

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India's media and entertainment industry is one of the fastest-growing sectors, driven by digital transformation, increasing internet penetration, and a surge in content consumption across platforms. The sector encompasses a diverse range of activities, from traditional broadcasting to emerging digital content creation, necessitating specialized legal support to address the evolving challenges and opportunities.

We provide comprehensive legal services to clients in the media and entertainment industry. Our expertise spans across various domains, including film, television, music, digital media, publishing, advertising, and sports. We assist clients in navigating the complex legal landscape, ensuring compliance, protecting intellectual property, and facilitating successful commercial transactions.

## Our Services

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- **Contract Drafting and Negotiation:**

- **Talent Agreements:** Drafting and negotiating contracts for actors, musicians, directors, writers, and other creative professionals.
- **Production Agreements:** Preparing agreements for film, television, and digital content production, covering aspects like financing, distribution, and intellectual property rights.
- **Distribution Agreements:** Structuring deals for content distribution across various platforms, including theaters, television, and OTT services.
- **Music and Recording Contracts:** Drafting recording contracts, music publishing agreements, and licensing deals for musicians, record labels, and publishers.

- **Intellectual Property Protection:**

- **Copyright and Trademark Registration:** Assisting in the registration and enforcement of copyrights and trademarks to protect creative works and brand identity.
- **IP Licensing and Assignment:** Structuring licensing and assignment agreements for the use and transfer of intellectual property rights.
- **Infringement Actions:** Representing clients in cases of unauthorized use or infringement of intellectual property.

- **Regulatory Compliance:**

- **Content Regulation:** Advising on compliance with content regulations set by authorities like the Central Board of Film Certification (CBFC) and the Ministry of Information and Broadcasting.
- **Advertising Standards:** Ensuring adherence to advertising codes and standards, including those established by the Advertising Standards Council of India (ASCI).
- **Digital Media Laws:** Navigating the legal requirements for digital content, including compliance with the Information Technology Act and related regulations.

- **Dispute Resolution:**

- **Litigation:** Representing clients in disputes related to contracts, intellectual property, defamation, and other media-related issues.
- **Arbitration and Mediation:** Facilitating alternative dispute resolution mechanisms to resolve conflicts efficiently and amicably.

- **Digital Media and Technology:**

- **Platform Agreements:** Drafting terms of service, privacy policies, and other agreements for digital platforms and applications.
- **Data Protection:** Advising on compliance with data protection laws, including the Digital Personal Data Protection Act (DPDPA).
- **E-commerce and Online Content:** Assisting with legal aspects of online content distribution, monetization, and user-generated content.

- **Sports and Events:**

- **Sponsorship and Endorsement Deals:** Structuring agreements for athlete endorsements, event sponsorships, and brand collaborations.
- **Event Management Contracts:** Drafting contracts for the organization and management of sports and entertainment events.
- **Broadcasting Rights:** Negotiating and securing broadcasting rights for sports and entertainment content.

## Key Highlights

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Our firm combines deep industry knowledge with legal expertise to deliver practical solutions tailored to the media and entertainment sector. We understand the creative and commercial aspects of the industry and offer proactive legal support to help clients achieve their objectives while mitigating risks.

## Key Professionals

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**Abha Shah**

Partner



**Geetanjali Mehlwal**

Senior Legal Consultant

## Frequently Asked Questions

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### Q1 What does a media and entertainment law practice cover in India?

It covers contract drafting for talent and production houses, intellectual property protection for creative works, regulatory compliance with bodies like CBFC and ASCI, content licensing across platforms, and dispute resolution related to film, music, digital media, and advertising.

### Q2 When should a media or content company engage a media law firm?

Ideally before production begins or content goes live. Early legal involvement ensures IP ownership is clearly assigned, distribution rights are properly structured, and content complies with applicable regulations. Retroactive fixes are costlier and often expose gaps in rights chains.

### Q3 Which Indian laws and regulators govern media and entertainment?

Key statutes include the Copyright Act 1957, the IT Act 2000, the Cinematograph Act 1952, and the Information Technology (Intermediary Guidelines) Rules 2021. Regulators include CBFC for films, MIB for broadcasting, ASCI for advertising, and TRAI for telecom and cable services.

### Q4 What drives timelines and costs in media and entertainment deals?

Complexity of rights chains is the primary driver. Multi-territory distribution deals, co-production arrangements, and music licensing across platforms each require layered documentation. CBFC certification timelines, FEMA compliance for foreign co-productions, and IP searches also add time.

### Q5 What documents are needed to begin a media law engagement?

Clients should provide existing contracts, IP registration certificates, content synopses, production budgets, and details of distribution arrangements. For digital platforms, terms of service and content moderation policies are also relevant. Prior correspondence on disputes helps assess risk early.

### Q6 What common mistakes do media companies make with content rights?

Many assume hiring a creator automatically transfers IP ownership. Under Indian copyright law, the author retains rights unless there is a valid written assignment. Failing to secure proper assignments and waivers of moral rights can block distribution, invite infringement claims, and delay releases.