

BETTING & GAMING

OVERVIEW

BCLP's focus on the betting and gaming sector extends more than 20 years. We were the first large firm to have a dedicated practice in this area and this depth of experience, combined with up-to-date and broad sector insight, has helped us build trusted, long-term partnerships with clients around the world.

Our multidisciplinary team offer a holistic view of the betting and gaming sector, with extensive experience within corporate transactions, data protection, commercial contracts, competition issues, payment processing issues, litigation, regulatory and licensing matters.

We pride ourselves on our unparalleled expertise in advising clients within the dynamic and rapidly evolving betting and gaming sector. We possess the knowledge of the intricacies involved in strategic mergers and acquisitions within this specialized industry, from due diligence regulatory structuring issues to post-merger integration, our proactive approach ensures that clients are well-positioned for long-term success. We help shape the strategic decisions needed within this fast-moving market, we are committed to bringing practical, commercial advice to ensure our clients achieve their goals.

On the regulatory side, we've achieved successful outcomes for our clients on numerous landmark matters. These range from a pivotal court of appeal decision, which changed the approach and advice of the gambling commission for new casino licenses, to obtaining the first dedicated casino license for a poker operation in London. We've also acted for gambling operators in relation to safeguarding issues and claims for reimbursement of funds staked.

MEET THE TEAM



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RELATED CAPABILITIES

- Hotels & Hospitality
- Sports, Media & Entertainment
- Tax & Private Client
- Antitrust

EXPERIENCE

BALLY'S (GAMESYS)

Advised Gamesys plc (now Bally's Corporation) on numerous strategic corporate transactions and joint ventures of a confidential nature.

VENETIAN MACAU LIMITED

Advised on the public tender process for a 10-year renewal of its gaming concession in the Macau Special Administrative Region of the Peoples Republic of China – the world's largest and most valuable gaming market.

PLAYTECH

Advised leading online gambling software supplier Playtech on the proposed recommended takeover by Australian company Aristocrat Leisure and subsequent approaches by Gopher Investments and JKO Play.

Advised Playtech in respect of its investment and new partnership with Hard Rock Digital – the exclusive international vehicle for interactive gaming and sports betting for Hard Rock Internal and Seminole Gaming.

Advised Playtech on its acquisition of a majority stake in Snaitech S.p.A, an Italian gaming and betting giant listed on the Milan Stock Exchange, for €846m.

TOTAL RESPAWN

Represented this client (a creator of real-life shooter games for action sports arenas with augmented reality) in its private offering of convertible promissory notes.

THE HIPPODROME CASINO

Advised on the sale of a minority stake in The Hippodrome Casino London, one of the UK's largest casinos, to Pokerstars, the world's biggest online poker room, for an undisclosed sum.

LADBROKES

Advised Ladbrokes in connection with 1964 Act casino-related gaming licence transfer, and casino change of control applications, arising from Gala Coral refinancing, alongside the sale of an existing casino within Westminster.

CONFIDENTIAL CLIENT

Advised one of the applicants for the fourth National Lottery licence, due to be awarded in 2023.

BASKET ENTERTAINMENT

Advised gaming company Basket Entertainment on proceedings in respect of Roblox games, including Obby But You're On a Bike and Sword Fighter Simulator.

SUPERPLAY

Providing SuperPlay with commercial and regulatory advice in the US and the UK.

GAMING REALMS

Advised Gaming Realms on its acquisition of eGaming marketing company Blueburra Holdings, the holding company of Digital Blue, for up to £10.5m.

THE TOTE

Advised a potential bidder in relation to the sale of the Tote, one of the UK's most famous bookmakers.

PLAYTIKA

Long-standing adviser to Playtika, advising on a wide variety of UK corporate, banking and employment matters and most recently a New York law bond issuance of US\$400m.

GAMBLING COMMISSION

Regularly appeared before the Gambling Commission on behalf of various clients.

HUUUGE INC

Advised Huuuge Inc, on its minority investment in an Israeli Gaming company. The company will use the investment to grow its team, invest in user acquisition and execute the roadmap for its core game.

SKYWIND

Acted in relation to Skywind's acquisition of In Touch Games Limited, which operates a number of well-known online casino brands.

BONAIRE GROUP

Advised Bonaire Group, one of the largest shareholders in Sportingbet PLC, on the £530m joint takeover of Sportingbet PLC by GVC Holdings PLC and William Hill plc, the UK's largest book.

RANK GROUP

Advised Rank Group, whose brands include Mecca Bingo and Grosvenor Casinos, the UK's largest casino operator, on its investment in Bede Gaming.

RELATED INSIGHTS

Insights

Apr 22, 2024

The French law on the regulation of games including NFT is passed: Place your bets

Awards

Oct 04, 2023

The Legal 500 UK ranks BCLP in 54 practice areas and recognizes 74 lawyers as “leading individuals”

Awards

Sep 28, 2022

Legal 500 UK 2023

Awards

October 5, 2021

Legal 500 UK 2022

Awards

Oct 02, 2020

Legal 500 UK 2021