

TRAILBLAZERS

SPORTS & ENTERTAINMENT

ADAM J. SULLINS
LATHAM & WATKINS LLP



PIONEER SPIRIT Adam Sullins played soccer through college. “Sports has always been a big part of my life. I knew I ultimately wanted to get into the sports business one way or another.” After five years in private practice, he went in-house at Upper Deck, the trading card company in San Diego. “I was there five years. When my wife graduated from medical school, we wanted to move to L.A. I went back to the firm with a focus on the entertainment, sports and media group, which had been around 100 years. It was mostly entertainment and media, but as sports, media and entertainment have converged, sports have been the natural growth area. I’ve focused on growing that practice.”

TRAILS BLAZED Sullins currently leads the firm’s sports group. “My favorite deal had a large monetary aspect to it, when I represented the March Madness TV deal with CBS and Turner. But in terms of breaking new ground, the best example is my work with Facebook as they have gotten into the sports media distribution space globally. In the last couple years, they have launched Facebook Watch, and we’ve helped them bid against some traditional TV companies and secure live sports and highlights rights around the world in a new medium.”

FUTURE EXPLORATIONS Five years ago, it would have been hard to imagine a Brazilian soccer fan logging on to Facebook to watch a game, instead of watching on TV. “The number of people watching games and tournaments in some sort of digital fashion is growing in huge numbers. We are driving toward a mobile traveler-based mode of consuming sports media.” With fantasy leagues, a second fan base is growing that isn’t tied to teams or cities. “Sports betting may be the next iteration of that.”