

CASE STUDY

MAJOR INTERNATIONAL MUSIC LABEL

Negotiating Global Network MSAs to Reduce Liability & Optimize Flexibility



Industry

Media, Entertainment & Global IP Networks

Services

- Global network contract negotiation
- Security risk & liability allocation
- Insurance requirement reduction
- Early termination & circuit-flexibility terms
- Provider comparison & sourcing support

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Bronston Legal is the trusted counsel of choice for MSPs, service providers, channel partners, and their customers nationwide.

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Challenge

A global music label sourcing its worldwide IP network faced proposals from several major carriers, all containing heavy insurance requirements, punitive early termination fees, and broad security liability that unreasonably shifted the risk of piracy and network compromise to the client.

The impact was immediate:

- Overbroad liability for cyber compromise of streaming content
- Excessive insurance requirements that inflated operating costs
- Rigid termination and circuit-reduction language restricting flexibility

For a company whose global revenue depends on maintaining secure, uninterrupted digital distribution, these terms weren't just inconvenient—they were mission-critical vulnerabilities.

Solution

Bronston Legal negotiated aggressively with each international carrier, challenging the allocation of security risk, reducing insurance obligations, increasing flexibility around circuit reductions, and reworking early termination provisions to protect the client's global footprint.

Result

The client secured significant concessions across all major contract categories—from termination rights to security allocation to insurance burden. Bronston Legal ensured risk was properly shifted back to the providers, protecting the label's global streaming operations and reducing long-term contractual exposure.