



Shirin Malkani and John Delaney authored an article for *Bloomberg Law* titled "AI at Super Bowl Raises Contract, Copyright Issues for Pro Sports" that assesses the legality and consequences of using AI on and off the playing field. Mercedes Carrasco, Jeff Ong, and Tyler Robbins contributed to this article.

Artificial intelligence is transforming the media and entertainment landscape, and sports are no exception. AI technologies affect nearly every aspect of major sporting events. As fans tune in to Super Bowl LVIII, they'll see AI's impact on how live sporting events are produced and viewed.

[Click to read the full article in Bloomberg Law](#)

Authors



John F. Delaney

Partner

JohnDelaney@perkinscoie.com [212.261.6874](tel:212.261.6874)



Shirin Malkani

Senior Counsel

SMalkani@perkinscoie.com [212.261.6844](tel:212.261.6844)



Mercedes Carrasco

Associate

MCarrasco@perkinscoie.com



Jeff Ong

Associate

JOng@perkinscoie.com [332.223.3988](tel:332.223.3988)



Tyler D. Robbins

Associate

TRobbins@perkinscoie.com [202.654.3313](tel:202.654.3313)

Explore more in

[Digital Media & Entertainment, Gaming & Sports](#) [Artificial Intelligence & Machine Learning](#) [Sports](#)