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18/01/2019 | [Latin Lawyer](#)

Two entrepreneurs obtain licence for CNN Brasil

Fredrik Karlsson

BMA - Barbosa, Müssnich, Aragão has helped US media conglomerate Turner license the branding and content of news channel CNN to a newly created Brazilian media group and its 24-hours news channel.

The owners of the new media group, businessmen Rubens Menin and Douglas Tavolaro, hired **Demarest Advogados**. Their company's name is yet to be announced. The deal closed on 14 January with no value disclosed.

The licensing agreement allows Menin and Tavolaro to use content and branding from CNN International on their channel, which will be called CNN Brasil. They are set to start broadcasting during the second half of 2019. Their content will be available on digital and conventional platforms.

CNN International and CNN in Spanish will continue to be broadcast in the country.

The two entrepreneurs behind CNN Brasil have very different backgrounds. Menin is the founder of one of Brazil's largest construction companies MRV Engenharia, while journalist Tavolaro was vice president of Brazilian media company Grupo Record. Their news group will be headquartered in São Paulo, with additional offices in Rio de Janeiro and Brasília.

This is not the first time CNN has sold licensing rights in Latin America. CNN Chile has existed since 2008. It is headquartered in the country's capital, Santiago.

Counsel to Turner International

BMA - Barbosa, Müssnich, Aragão

Partners Eduardo Hayden Carvalhaes, Fabiana Fagundes, José Eduardo Pieri, João Paulo Cavinatto, Karen Mentzingen Coutinho, Rodrigo Caldeira Bastos and Rafaela Canito

Counsel to the Brazilian Media Group, Rubens Menin and Douglas Tavolaro

Demarest Advogados

Partners José Setti Diaz and Tatiana Campelo, and associates and Julia Pazos, Camila Garrote, Thais Lipinsky, Fernando Fracari Vargas, Julia Vazquez Tourinho and Luiza Peralta