

# CAREY COUNSELS ZAPPING ON ACQUISITION OF GUIGO TV

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Carey has counselled Zapping, a Chilean start-up that provides subscription-based live TV services over the internet, on the acquisition of Guigo Television, a Brazilian company with the same business model.

This transaction was closed on 7 October and involved the jurisdictions of Chile, Brazil, the United States (Delaware) and the Cayman Islands. Gunderson Dettmer acted as international advisor to Zapping, while Bronstein Zilberberg acted as advisor to Guigo TV in Brazil.

The acquisition included the incorporation of the Brazilian company's shareholders as members of Zapping's new holding company. In addition, the founder of Guigo will remain as country manager of Zapping Brazil. It also involved the coordination of various jurisdictions due to the almost simultaneous incorporation of the holding company in Delaware, the internationalisation of Zapping and some internal restructuring as the Brazilian company's parent company is based in Cayman.

The merger of the two Latin American startups will enable their expansion in the region and bring their technology and services to a potential market of more than 40 million users.

Gunderson Dettmer's team included counsel **Brian L. Willbur**, and associates **Eduardo Espinosa de los Monteros Pereda** and **Daniel Gallo**.

Bronstein Zilberberg's team comprised partners **Priscila Menezes** and **Eduardo Zilberberg**.

Carey's team was led by partner **Francisco Guzmán** (pictured), with support from associates **Constanza Rivera**, **Andrés Latorre** and **Sofía Beckdorf**.