



ANTITRUST NEWSLETTERS **RANKING**



ANTITRUST NEWSLETTERS **RANKING** TOP 10

1. BEST ANTITRUST NEWSLETTER
Cleary Gottlieb Steen & Hamilton

2. BEST READERSHIP
Cleary Gottlieb Steen & Hamilton

3. BEST COUNSEL CHOICE
Linklaters

4. BEST CASE COVERAGE
Winston & Strawn

5. BEST COUNTRY COVERAGE
Gibson Dunn

6. CARTEL COVERAGE
Winston & Strawn

7. IP & ANTITRUST
McDermott

8. PRIVATE ENFORCEMENT
Skadden Arps

9. BEST ASIAN ANTITRUST
Jones Day

10. BEST ACCESSIBILITY
Baker & McKenzie

1. GLOBAL RANKING

The Global Ranking is based on the 9 rankings indicated below.

1	CLEARY GOTTLIEB	16	WHITE & CASE
2	JONES DAY	17	COVINGTON
3	NORTON ROSE	18	SIDLEY AUSTIN
4	CLIFFORD CHANCE	19	WEIL GOTSHAL
5	HOGAN LOVELLS	20	DECHERT
6	SKADDEN ARPS	21	SHEARMAN STERLING
7	GIBSON DUNN	22	WILMERHALE
8	WINSTON & STRAWN	23	DAVIS POLK
9	LINKLATERS	24	ARNOLD & PORTER
10	BAKER & MCKENZIE	25	PAUL WEISS
11	MAYER BROWN	26	PROSKAUER
12	ALLEN & OVERY	27	KIRKLAND & ELLIS
13	HERBERT SMITH	28	O'MELVENY
14	MCDERMOTT	29	SIMPSON THACHER
15	FRESHFIELDS	30	SULLIVAN CROMWELL

2. READERSHIP

Ranking based on number of counsels acknowledging receiving the surveyed publications (based on a questionnaire sent to 3,500 counsels)

1	CLEARY GOTTLIEB	16	MCDERMOTT
2	JONES DAY	17	ARNOLD & PORTER
3	LINKLATERS	18	ALLEN & OVERY
4	BAKER & MCKENZIE	19	DAVIS POLK
5	WHITE & CASE	20	FRESHFIELDS
6	CLIFFORD CHANCE	21	KIRKLAND & ELLIS
7	HOGAN LOVELLS	22	O'MELVENY
8	NORTON ROSE	23	PAUL WEISS
9	COVINGTON	24	PROSKAUER
10	MAYER BROWN	25	SHEARMAN STERLING
11	SIDLEY AUSTIN	26	SIMPSON THACHER
12	GIBSON DUNN	27	SULLIVAN CROMWELL
13	HERBERT SMITH	28	WEIL GOTSHAL
14	SKADDEN ARPS	29	WILMERHALE
15	DECHERT	30	WINSTON & STRAWN

3. COUNSEL CHOICE

Ranking based on the newsletter preferred by counsels (based on a questionnaire sent to 3,500 counsels).

1	LINKLATERS	16	DAVIS POLK
2	NORTON ROSE	17	DECHERT
3	SKADDEN ARPS	18	HERBERT SMITH
4	WHITE & CASE	19	KIRKLAND & ELLIS
5	ALLEN & OVERY	20	MAYER BROWN
6	BAKER & MCKENZIE	21	MCDERMOTT
7	FRESHFIELDS	22	O'MELVENY
8	JONES DAY	23	PAUL WEISS
9	CLEARY GOTTLIEB	24	PROSKAUER
10	CLIFFORD CHANCE	25	SHEARMAN STERLING
11	HOGAN LOVELLS	26	SIMPSON THACHER
12	COVINGTON	27	SULLIVAN CROMWELL
13	GIBSON DUNN	28	WEIL GOTSHAL
14	SIDLEY AUSTIN	29	WILMERHALE
15	ARNOLD & PORTER	30	WINSTON & STRAWN

4. CASE COVERAGE

Ranking based on the number of cases reported in the 2013 publications of each firm.

1	WINSTON & STRAWN	16	FRESHFIELDS
2	GIBSON DUNN	17	SHEARMAN STERLING
3	CLEARY GOTTLIEB	18	WILMERHALE
4	CLIFFORD CHANCE	19	DAVIS POLK
5	HOGAN LOVELLS	20	COVINGTON
6	MAYER BROWN	21	ARNOLD & PORTER
7	JONES DAY	22	DECHERT
8	SKADDEN ARPS	23	LINKLATERS
9	HERBERT SMITH	24	SIDLEY AUSTIN
10	MCDERMOTT	25	PAUL WEISS
11	NORTON ROSE	26	PROSKAUER
12	WEIL GOTSHAL	27	KIRKLAND & ELLIS
13	BAKER & MCKENZIE	28	O'MELVENY
14	WHITE & CASE	29	SIMPSON THACHER
15	ALLEN & OVERY	30	SULLIVAN CROMWELL

5. COUNTRY COVERAGE

Ranking based on the number of jurisdictions addressed in the 2013 publications of each firm.

1	GIBSON DUNN	16	LINKLATERS
2	CLEARY GOTTLIEB	17	SHEARMAN STERLING
3	CLIFFORD CHANCE	18	COVINGTON
4	JONES DAY	19	WILMERHALE
5	MAYER BROWN	20	DECHERT
6	ALLEN & OVERY	21	SKADDEN ARPS
7	HOGAN LOVELLS	22	DAVIS POLK
8	WINSTON & STRAWN	23	SIDLEY AUSTIN
9	NORTON ROSE	24	SIMPSON THACHER
10	BAKER & MCKENZIE	25	SULLIVAN CROMWELL
11	HERBERT SMITH	26	ARNOLD & PORTER
12	WHITE & CASE	27	KIRKLAND & ELLIS
13	MCDERMOTT	28	O'MELVENY
14	FRESHFIELDS	29	PAUL WEISS
15	WEIL GOTSHAL	30	PROSKAUER

6. CARTEL COVERAGE

This ranking is based on the number of articles concerning cartels in 2014 publications made available on the website of each firm.

1	WINSTON & STRAWN	16	WILMERHALE
2	WEIL GOTSHAL	17	COVINGTON
3	CLEARY GOTTLIEB	18	PROSKAUER
4	GIBSON DUNN	19	SIDLEY AUSTIN
5	CLIFFORD CHANCE	20	WHITE & CASE
6	JONES DAY	21	ARNOLD & PORTER
7	BAKER & MCKENZIE	22	DAVIS POLK
8	HERBERT SMITH	23	DECHERT
9	HOGAN LOVELLS	24	FRESHFIELDS
10	MCDERMOTT	25	KIRKLAND & ELLIS
11	SKADDEN ARPS	26	LINKLATERS
12	ALLEN & OVERY	27	O'MELVENY
13	MAYER BROWN	28	PAUL WEISS
14	NORTON ROSE	29	SIMPSON THACHER
15	SHEARMAN STERLING	30	SULLIVAN CROMWELL

7. IP & ANTITRUST

Ranking based on the number of cases concerning antitrust and IP published in the 2013 publications of each firm.

1	MCDERMOTT	16	GIBSON DUNN
2	WINSTON & STRAWN	17	KIRKLAND & ELLIS
3	HOGAN LOVELLS	18	WILMERHALE
4	SKADDEN ARPS	19	ALLEN & OVERY
5	JONES DAY	20	ARNOLD & PORTER
6	MAYER BROWN	21	DAVIS POLK
7	NORTON ROSE	22	DECHERT
8	HERBERT SMITH	23	LINKLATERS
9	WHITE & CASE	24	O'MELVENY
10	BAKER & MCKENZIE	25	PAUL WEISS
11	CLEARY GOTTLIEB	26	PROSKAUER
12	COVINGTON	27	SHEARMAN STERLING
13	SIDLEY AUSTIN	28	SIMPSON THACHER
14	CLIFFORD CHANCE	29	SULLIVAN CROMWELL
15	FRESHFIELDS	30	WEIL GOTSHAL

8. PRIVATE ENFORCEMENT

Ranking based on the number of cases concerning private enforcement published in the 2013 publications of each firm.

1	SKADDEN ARPS	16	ARNOLD & PORTER
2	WINSTON & STRAWN	17	BAKER & MCKENZIE
3	ALLEN & OVERY	18	COVINGTON
4	MCDERMOTT	19	DECHERT
5	CLIFFORD CHANCE	20	LINKLATERS
6	FRESHFIELDS	21	PAUL WEISS
7	GIBSON DUNN	22	SHEARMAN STERLING
8	CLEARY GOTTLIEB	23	SIDLEY AUSTIN
9	HOGAN LOVELLS	24	WILMERHALE
10	JONES DAY	25	DAVIS POLK
11	HERBERT SMITH	26	KIRKLAND & ELLIS
12	MAYER BROWN	27	O'MELVENY
13	NORTON ROSE	28	PROSKAUER
14	WEIL GOTSHAL	29	SIMPSON THACHER
15	WHITE & CASE	30	SULLIVAN CROMWELL

9. ASIAN ANTITRUST

Ranking based on the number of cases concerning antitrust in Asia published in the 2013 publications of each firm.

1	JONES DAY	16	ALLEN & OVERY
2	CLEARY GOTTLIEB	17	SHEARMAN STERLING
3	MAYER BROWN	18	WHITE & CASE
4	DAVIS POLK	19	COVINGTON
5	GIBSON DUNN	20	DECHERT
6	HERBERT SMITH	21	LINKLATERS
7	NORTON ROSE	22	MCDERMOTT
8	HOGAN LOVELLS	23	ARNOLD & PORTER
9	SKADDEN ARPS	24	KIRKLAND & ELLIS
10	BAKER & MCKENZIE	25	O'MELVENY
11	CLIFFORD CHANCE	26	PAUL WEISS
12	FRESHFIELDS	27	PROSKAUER
13	WEIL GOTSHAL	28	SIDLEY AUSTIN
14	WILMERHALE	29	SIMPSON THACHER
15	WINSTON & STRAWN	30	SULLIVAN CROMWELL

10. ACCESSIBILITY

Ranking based on objective criteria (pdf/html/print publications, access to archives...) and subjective criteria (search engine features...) of the website of each firm.

1	BAKER & MCKENZIE	16	HOGAN LOVELLS
2	O'MELVENY	17	JONES DAY
3	ARNOLD & PORTER	18	LINKLATERS
4	CLEARY GOTTLIEB	19	NORTON ROSE
5	CLIFFORD CHANCE	20	PAUL WEISS
6	WILMERHALE	21	SHEARMAN STERLING
7	ALLEN & OVERY	22	SIDLEY AUSTIN
8	COVINGTON	23	SIMPSON THACHER
9	DAVIS POLK	24	SKADDEN ARPS
10	FRESHFIELDS	25	SULLIVAN CROMWELL
11	KIRKLAND & ELLIS	26	WINSTON & STRAWN
12	MAYER BROWN	27	HERBERT SMITH
13	PROSKAUER	28	MCDERMOTT
14	WEIL GOTSHAL	29	GIBSON DUNN
15	WHITE & CASE	30	DECHERT

10 TIPS

10 TIPS TO WRITE THE NEXT BEST ANTITRUST NEWSLETTER

These 10 tips are guidelines that any lawyer should follow when writing an antitrust newsletter. Antitrust newsletters can be a great way to demonstrate antitrust expertise, which, in turn, can be an effective way to attract clients. However, if done poorly, a newsletter can drive away more business than it generates. Most law firms invest substantial time in producing such newsletters, but most of them fail to conduct feedback surveys.

The 10 tips set out below have been gathered by the Concurrences Review on the occasion of the 2015 Antitrust Writing Awards, following an online survey sent to 3,500 in-house counsels in March 2015.

1 READABILITY: Any newsletter should aim at explaining complex issues simply and theories underlying case reasoning clearly. The goal is to facilitate reading and understanding by readers who are not lawyers/economists, or who simply have inadequate knowledge of the issues. The articles need to be simple, straightforward, and written with clarity. Readability should also extend to the title.

2 ACCURACY: Each newsletter should primarily display the basic facts at issue (the date and full reference of a given case or piece of legislation) instead of laying out general considerations. This may sound obvious, but many in-house counsels complained about articles that were too general.

3 INSIGHT: Each newsletter should include genuine insights from the author and his firm. In-house counsels understand that newsletters may often be drafted by young associates, if not trainees, but a final review by a partner or senior counsel is necessary to provide added value to each piece. Only a lawyer with substantial experience can provide an enlightened approach and look at issues from different angles. Here is what one general counsel wrote: *"Banal conclusions, such as "Every case is different", "Time will tell" or "Companies need to take this seriously", do their authors a disservice. Surely more insightful comments can be thought of".*

4 USEFULNESS: Newsletters should provide readers with useful solutions applicable to corporate needs, rather than succumbing to the temptation of only identifying hurdles. Practical guidance is what makes the difference between added-value newsletters and the rest. Ask a question that is relevant to your clients, and then answer it for them in the newsletter.

5 TIMING: In-house counsels stressed that receiving antitrust updates in a timely fashion is an important factor since it shows the law firm's ability to follow up and to deal with all current legal issues. Schedule newsletter production based on court docket and consider newsletter deadlines as seriously as court dates and filing deadlines. If a law firm chooses to send out a monthly or quarterly newsletter, then it should make sure to send it out on a consistent basis, just like any other regular publication. Firms who try to work on their newsletter "when they get a chance" don't have a newsletter for very long.

6 LENGTH: Most in-house counsels stated that they prefer short newsletters that include active links to the full decisions or documents discussed in the article. This makes it easy for them to get more information if they are interested.

7 NEUTRALITY: In-house counsels are aware that often the choice of a given topic of a newsletter may have been driven by a case on which a law firm worked or has been working. Where possible, mention in a footnote your firm's direct involvement in the case. This increases the credibility of the newsletter in general by showing concern for the neutrality and expertise of the firm.

8 AUTHORSHIP: In-house counsels indicated that they tend to give greater credibility to pieces signed by authors, rather than anonymous ones. In addition, each newsletter should mention the email address of its author(s) in an active digital format (when html) making it possible to contact him/her with just a click.

9 ORGANIZATION: In-house counsels stated that the organization of newsletters is a key factor for their own swift appraisal, and that this is often underestimated by authors. They clearly expressed preference for individual alerts rather than multi-topic newsletters. Items in multi-topic newsletters must be functionally organized. Organization by designated section (mergers, cartels and concerted practices, unilateral conduct/monopolization, etc.), industry (pharmaceutical, IT, health, etc.), or even geographical coverage, are usually preferred to chronological order.

10 FORMAT: Some in-house counsels complained about "heavy" newsletters in terms of file size. Email inboxes get clogged quickly. Avoid adding the firm's logo or heavy signatures. In-house counsels also suggested that both HTML and PDF are desirable formats for newsletters: print versions are not welcomed any more. Consistent design is appreciated, with uniform design elements such as timesteps, layout, and graphics. To ensure searchability on the firm's website, in-house counsels have recommended tagging each newsletter with at least 3 to 5 keywords. There are just too many newsletters that remain basically unknown to their audience because they are not easily searchable on the firm's website.