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# Hughes Hubbard & Reed

## Hughes Hubbard's Matthew Syrkin and Ken Lefkowitz Named to Variety's "Dealmakers Impact Report" 2019

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**December 6, 2019** – Hughes Hubbard & Reed is pleased to announce that partners Matthew Syrkin and Ken Lefkowitz were named to Variety's Dealmakers Impact Report 2019. The prestigious annual list profiles the "power players behind the biggest pacts in showbiz," according to the magazine.

Syrkin is the global chair of the firm's Media, Technology and Commercial Transactions Group. Lefkowitz is deputy chair of the firm and chairman of the corporate practice.

The recognition marks the third time in three years that Syrkin has been named to one of Variety's lists and the second time in three years for Lefkowitz. Earlier this year, Syrkin was named to Variety's "Dealmakers Elite New York" list, which profiles the people behind the major media, technology and entertainment industry deals over the past 12 months – including key executives driving film, TV, games, live theater, music, digital media and other platforms. In 2017, the two were featured in the trade publication's "Dealmakers Impact Report" for their work on Netflix's acquisition of Millarworld Comics.

In this year's report, Variety praised Syrkin's work with EPIX, MGM's premium cable TV offering, on its first ever direct-to-consumer partnership on the digital distribution front. According to Variety, "the EPIX deal cemented the premium outlet as a force in the business as it gears up to create content." The publication quoted Syrkin, who said, "With tech and data-driven platforms reigning supreme, established media players are at a crossroads, having to disrupt themselves to adapt in a world increasingly defined by Netflix, HBO Max, YouTube and Disney Plus. Navigating this paradigm shift requires new thinking and tech-specific expertise from dealmakers versed in accounting for seismic technological shifts."

To read their profile in this year's issue, please click here: [Dealmakers List 2019](#).

Established in 1905 and edited for the global entertainment industry, Variety provides entertainment decision-makers with breaking news, reviews and domestic and global box office information, as well as in-depth analysis and interpretation. The magazine covers all aspects of film, television, theater, video, music, and new media and profiles major companies and personalities in the industry.

## **Related People**



**Matthew Syrkin**



**Kenneth A. Lefkowitz**

## **Related Areas of Focus**

Media, Technology & Commercial Transactions