
Hughes Hubbard & Reed

Hughes Hubbard's Matthew Syrkin Named to Variety's 'Dealmakers Elite New York' 2019

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September 4, 2019 – Hughes Hubbard & Reed is pleased to announce that Matthew Syrkin, partner and chair of the firm's Media, Technology and Commercial Transactions Group, was named to Variety's "Dealmakers Elite New York" 2019 list.

Variety's annual list profiles the people behind the major media, technology and entertainment industry deals over the past 12 months – including key executives driving film, TV, games, technology, music, digital media and other platforms.

The recognition marks the second time in two years that Syrkin has been named to one of Variety's prestigious lists. In 2017, he was featured in the trade publication's "Dealmakers Impact Report," which recognizes "key players driving the most significant deals" in the industry.

"Matthew's industry experience, foresight, creativity and can-do approach have been indispensable in transaction after transaction. His deep understanding of the market forces driving technology, entertainment and media's most complex transactions speak volumes. We are fortunate to have an asset like Matthew, and I could not be happier to congratulate him on this recognition," said Ted Mayer, chair of Hughes Hubbard.

For Syrkin, the past 12 months have been busy. Matthew successfully counseled Condé Nast on the sales of household brands Golf Digest (to media giant Discovery Communications), Brides (to a subsidiary of Barry Diller's IAC), and W (to Surface Media). He provided strategic counsel to EPIX, MGM's premium cable TV offering, in connection with the launch of first-time direct-to-consumer partnerships on the OTT and digital distribution front, including a distribution deal with Roku, and advised HBO Latin America on e-commerce and digital payments as part of its direct-to-consumer app offerings in Central and South America.

Matthew also led negotiations on a first time, unprecedented collaboration with legendary rock band Led Zeppelin, which will see the band partnering with luxury brand John Varvatos in the creation of co-branded clothing and accessories, and he additionally brokered a first of its kind partnership deal with the most-watched series in HBO history, "Game of Thrones" on behalf of the brand.

"It is an honor to be included in Variety's annual list, together with some of New York's most talented media, technology and entertainment professionals," said Syrkin. "As these core industries continue to adapt at an ever-rapid pace to accommodate a more global, consumer-driven marketplace, legal counsel with a deep understanding of the technology, business and operational aspects of the deals and the underlying products and services in play will be fundamental to companies looking to stay competitive and ahead of the curve in the marketplace of the future."

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

Related Areas of Focus

Media, Technology & Commercial Transactions