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Hughes Hubbard's Matthew Syrkin Named to Variety's Dealmakers Impact Report 2020

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December 11, 2020 — Hughes Hubbard & Reed is pleased to announce that partner Matthew Syrkin, global chair of the firm's Media, Technology and Commercial Transactions Group, was again named by Variety to its [Dealmakers Impact Report](#).

In the 13th annual list, Variety features the top lawyers, financiers, executives and entrepreneurs behind key entertainment industry deals over the past 12 months.

The recognition marks the fifth time in three years that Syrkin has been named to one of Variety's prestigious lists. In July 2020, he was recognized by Variety's annual "[Legal Impact Report list](#)," which profiles the top attorneys in the media, technology and entertainment industries, as identified by Variety's writers and editors.

In 2019, he was featured in the trade publication's "[Dealmakers Elite New York](#)," which recognizes "the 50 people behind the major media, technology and entertainment deals." Earlier that year, he was named to Variety's "[Dealmakers Impact Report](#)," which recognizes "the key players driving the most significant deals" in the industry. He was also named to Variety's "[Dealmakers Impact Report](#)" in 2017.

"Matt is an exceptional talent and we are so proud of his achievements," said Ted Mayer, chair of Hughes Hubbard. "We are thrilled for his recognition as one of the leading professionals in the industry."

Several of Syrkin's high-profile clients were noted by Variety, including Roku and Bumble, as well as WarnerMedia, whom he advised with the upcoming launch of HBO Max in its first international territory, Latin America, while handling digital subscription, e-commerce, and OTT pacts for HBO in the region.

The publication quoted Syrkin, who said, "Direct-to-consumer platforms and digital content are seeing a tremendous surge in business, and COVID-19 acted as an accelerant in terms of media disruption."

"You never expect to be recognized. But when you get the nod from Variety, even after being included five times in the past, it's still an honor to be mentioned, particularly alongside some of the most talented names in business. I just wish my kids appreciated it more—they still prefer I was Magneto from the X-Men," said Syrkin.

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.

To read Syrkin's profile in this month's issue, please click [here](#).

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Matthew Syrkin

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