

VARIETY

DEALMAKERS IMPACT REPORT

Forging Ahead in the Face of Adversity

Despite a pandemic and an economic near-collapse, these lawyers, financiers, execs and entrepreneurs have kept the wheels of the industry turning


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• The duo have partnered on numerous media deals for Fox over the years. Recently they repped Fox in its \$440 million acquisition of Tubi TV, a leader in the free ad-supported streaming category. The transaction, which was announced in March and closed in April amid the COVID-19 pandemic, positioned the company squarely among streaming platforms and underscored its commitment to compete in the direct-to-consumer space. Tubi is available on more than 25 digital platforms in the U.S. with over 20,000 titles and 56,000 hours of film and TV programming. Their earlier deals include the launch of Fox Bet, the first-of-its kind national media and sports wagering partnership in the U.S. The Right Deal at the Right Time: “Fox’s acquisition of Tubi marked a strategic expansion of Fox’s digital reach and a transformative investment for Tubi,” per the duo. “The substantial growth in Tubi’s total view time and advertiser base since the acquisition evidences the need that enhancing this streaming service has helped to fill while our audiences have faced the unique challenges of 2020 which, in that context, makes this deal a little more meaningful to us.”