




# Obamas' Netflix deal: THE PAYOLA



 Netflix chief content officer Ted Sarandos (left), an Obama bundler, helped broker the deal to bring the Obamas to Netflix.

Netflix chief content officer Ted Sarandos (left), an Obama bundler, helped broker the deal to bring the Obamas to Netflix. (Reuters)

Netflix chief content officer Ted Sarandos celebrated Barack and Michelle Obama as “among the world’s most respected and highly-recognized public figures” in announcing a deal last week for the Obama family to produce films and series for the streaming service.

“We are incredibly proud they have chosen to make Netflix the home for their formidable storytelling abilities,” Sarandos said in a news release.

What Sarandos didn’t mention: He and his wife have long been donors and friends to the Obamas, having raised more than a half-million dollars as bundlers for the president’s campaign in 2012. His wife, Nicole Avant, also was appointed by Obama as ambassador to the Bahamas, serving from 2009 to 2011.

 Barack and Michelle Obama have partnered up with Netflix to produce multilayered content.

**Obamas sign multi-year deal with Netflix**

Netflix confirmed to Fox News on Tuesday that Sarandos himself was directly involved in brokering the Obama deal.

“Ted Sarandos is our chief content officer so of course he was engaged in bringing Higher Ground Productions to Netflix,” a company spokesman told Fox News on Monday.

Higher Ground Productions is the name of the company established by the Obamas to produce content for Netflix.

## **OBAMAS SIGN MULTIYEAR NETFLIX DEAL TO PRODUCE SHOWS AND FILMS**

According to the [New York Post](#), which first reported Sarandos’ involvement in the deal, Sarandos and Avant bundled nearly \$600,000 in contributions to Obama during the 2012 presidential campaign.