

The Obamas' \$50 Million Netflix Deal: Cronyism Comes Full Circle

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A somber and sober Memorial Day to one and all.

Ex-President Barack Obama and his wife Michelle just [signed a deal with Netflix](#) to “produce television shows and films for the streaming service.” It could be worth [as much as \\$50 million](#).

Which makes perfect business sense for Netflix – given the Obamas’ extensive experience in story development, screenwriting, direction and production.

I kid. I’m a kidder.

The Obamas, of course, have zero history in the filmmaking business. The chances of them falling backwards into content production success are...just about non-existent.

When examined through a political prism – rather than a business one – this move makes perfect sense. For the Obamas – and Netflix.

It is the culmination of a decade’s worth of DC cronyism – [come round full circle](#): “Ted...Sarandos and his wife, Nicole Avant, bundled nearly \$600,000 in contributions to Obama from their friends and associates during the 2012 presidential campaign.”