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THE *Hollywood* REPORTER

MONEY ★ POLITICS

ALEC 2018

SNL's faux Trump takes on the real GOP: 'Anything you equate with leadership, they don't have it'

PLUS

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The Mogul
and the
Mueller Mess

BY KIM MASTERS

Bachelor
Nation at the
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BY KAREEM
ABDUL-JABBAR

AND...
Netflix Execs
Make How Much?!





BUSINESS MANAGER ICON

HARLEY NEUMAN

'Celebrity capital has become so valuable,' says the man holding the purse strings for Ryan Murphy, helping Scarlett Johansson launch her cosmetics company and paving Ellen's path to mogul status, one deal at a time **BY ASHLEY CULLINS**

When Scarlett Johansson decided to launch a cosmetics company, she turned to Harley Neuman for advice. Likewise Zoe Saldana when she started up her Latin media platform. And Ellen DeGeneres when she began her homeware label.

These days, Neuman, 59, isn't just managing his clients' super-sized incomes — though that's definitely still part of the job — he's also helping them become mini-moguls running their own cottage industries, not to mention guiding their investments in other startups. "Celebrity capital has become so valuable that the highest-profile people are being approached to invest in Uber or to help attract users to Pinterest," says the veteran manager who's been representing A-listers for more than three decades.

Even Neuman's more traditional managerial duties have become more complicated in recent times, as paydays

have grown to astronomical proportions, like when client Ryan Murphy raked in a reported \$300 million from his overall deal at Netflix. "With great wealth comes more responsibility," Neuman says, paraphrasing Spider-Man. "The taxes involved, especially with the crazy changes made by Congress last December, are more complicated. How do we shield as much as possible from losses? We're looking much further into the future."

As for his past, it's something of an accident that Neuman got into business management in the first place; growing up in Los Angeles, he wanted to be a doctor, but was so bad at high school chemistry he had to rethink his plans. Instead, his CPA father talked him into taking an accounting class. "It was like a fish jumping into water," Neuman says of how he took to numbers. After learning his trade at multinational accounting juggernaut Deloitte, he opened his own shop in 1991, quickly becoming one of L.A.'s go-to money managers.

† From left: Harley Neuman, Mel Brooks and Emma Roberts at the 2015 Emmys.

"My wife and I fear him like a 'money managing father,' but we love and trust him with our lives," says Anthony E. Zuiker, creator of the *CSI* franchise. Neuman's best advice to Zuiker: "When you are shopping for S-Class Cadillacs, don't go shopping for the Bentley because you'll always want the Bentley."

Neuman's clients don't always agree on whether he has a sense of humor — Melissa Etheridge says "he's straight-laced, that's what you want in a manager" — but they are all on the same page when it comes to his integrity. "I can always count on Harley to fair-minded," says Johansson, who's been a client for 15 years. "He considers everyone's point of view and how decisions affect the larger whole."

That's a pretty important characteristic for anybody handling other people's money — and it's one of the reasons *THR* is naming Neuman its first Business Manager Icon. **THR**

2018 POWER BUSINESS MANAGERS

Consolidation in the industry and millennials who think Mint.com can replace their advisers don't shake the financial gurus on *THR*'s annual list



HOWARD ALTMAN
COREY BARASH
WARREN GRANT

Grant Tani Barash & Altman

"We limit the number of clients we represent in order to maintain a high level of service," says Grant. He, Altman and Barash may have a lean list, but the notoriously tight-lipped moneymen are known to keep good company. Some of Hollywood's heaviest hitters — **Dwayne Johnson, Tom Hanks** and **Brad Pitt**, among others — have been linked to them. Says Grant, "We do our homework and evaluate who we want to represent."



SHARON ALTMAN
CliftonLarsonAllen

Altman's firm NSBN rang in 2018 by following the accounting industry's M&A trend and merging with national powerhouse CLA. "It brings a lot of additional expertise and services to our clients," says Altman. "Most of our clients in the entertainment industry work outside of the U.S. at some point, and [CLA] has a huge international tax expertise." That's good news for clients like **Jordan Peele**, *Star Trek* alum **Brent Spiner** and YouTuber **Gigi Gorgeous**.

How do you unwind after tax season?
"Las Vegas, baby."



JEFF BACON
CHRIS BUCCI
STEVE SAVITSKY

Savitsky Satin Bacon & Buccì

The boutique, which services entertainment clients, professional athletes and influencers, is settling in to a newly constructed Century City office after outgrowing its former Westwood home. "We love it," says Buccì, of industry consolidation. "Because of it, we are one of very few independently owned and operated firms of our size." Buccì co-manages the business with Savitsky, who has about 25 years of experience, while former sportscaster Bacon has 30 years under his belt.

If I had limitless funds, I'd buy ... Buccì: "The New York Yankees."



EVAN BELL
Bell & Co.

Bell has repped **Steven Soderbergh** "since before he was Steven Soderbergh," he says with a laugh. So it's no surprise that he's filling out his roster of veterans like Bond director **Cary Fukunaga**, **Bill O'Reilly**, **Dan and Kevin Hageman** and **Marv Albert** with such up-and-coming talent as *Mudbound* helmer **Dee Rees** and *Monsters and Men*'s **Reinaldo Marcus Green**. When it comes to courting new clients, the New Yorker says, "We ask, 'How much do you save? Have you thought about a tax plan? Have you thought about a five-year investment plan?' If we get, 'No. No. No,' we typically sign those clients." **Fictional banker you'd trust with your money**
"George Bailey from *It's a Wonderful Life*."



JOHN BLAKEMAN
BRANDY DAVIS
Macias Gini & O'Connell

"I'm seeing the shift outside of traditional media a lot," says Davis, who describes client **Shonda Rhimes'** Netflix mega-deal as a game-changer. "And I'm seeing it across younger talent, who are going to the different alternative media platforms and having really good success." Blakeman's advice for clients is simple: "Invest in what you are buying." The firm also reps *Hawaii Five-0* producers **Roberto Orci** and **Peter Lenkov**, *Men in Black* spinoff helmer **F. Gary Gray** and a slate of writers and directors.

What's the trendiest new investment in Hollywood? Davis: "Cannabis, of course. Bitcoin has been chomped around a lot. And the third super-hot thing is tech."



ANTHONY BONSIGNORE
FRANK SELVAGGI
Altman Greenfield & Selvaggi

Newly minted Emmy winner **Rachel Brosnahan** turns to this pair for financial advice. And while Selvaggi handles business for established stars like **Anne Hathaway**, **Jimmy Fallon** and **Jessica Chastain**, Bonsignore reps several of Hollywood's recent breakouts, including **Sterling K. Brown** and **Creta Gerwig**. "The trickiest part of the business is the highs and lows," says Bonsignore. "I always say, 'You're going to be having new opportunities, but continue to stay grounded and with the goals you had prior to the success.'"

If I had limitless funds, I'd buy ... Bonsignore: "A pony for my daughter (the most expensive hobby)."



MATTHEW BURKE
Singer Burke

Burke's roster includes a core base of showrunners behind current hit series including *The Walking Dead*, *Legends of Tomorrow* and *The Handmaid's Tale* and yesterday's favorites *Cheers* and *ER*. His Encino-based firm has also carved out a niche representing independent production, talent management and digital media companies and is leading the pack in its embrace of database technology and business intelligence software to track contractual payments and avoid accounting headaches. "It's a lot of work to get the data from the contracts and input it, but it's totally worth it," says Burke. "We've found hundreds of thousands of dollars due clients, even on straight overall deals for writer-producers."

My binge watch *Anthony Bourdain: Parts Unknown*



STEVE CAMPEAS
SJC

In the three decades Campeas has been in the industry, business management hasn't changed much. It's still all about saving and planning for the future for such clients as **Chiwetel Ejiofor**, **John Stamos** and *To All the Boys I've Loved Before* darling **Lana Condor**.

TO THE FRANCHISE VICTORS GO THE SPOILS

In the age of shorter TV seasons and declining star power, the surest way to force a studio to pay up is being an essential component of a hit saga

BY BRYN ELISE SANDBERG, TATIANA SIEGEL AND BORYS KIT

Series	Star	Per Episode
GAME OF THRONES	Emilia Clarke	1.2M
	Peter Dinklage	1.2M
	Sophie Turner	650K
STRANGER THINGS	Winona Ryder	350K
	Caleb McLaughlin	250K
	Joe Keery	150K
MARVEL UNIVERSE	Robert Downey Jr.	50M
	Scarlett Johansson	15M
	Brie Larson	5M

GoT stars Peter Dinklage, Kit Harington, Lena Headey, Emilia Clarke and Nikolaj Coster-Waldau will make \$1.2 million an ep for the six-installment final season of the HBO fantasy. They secured bumps after banding together for raises ahead of last season (\$500,000-\$600,000) then renegotiated midway through. A next tier that includes Sophie Turner and Maisie Williams renegotiated multiple times to go from \$8,500 per ep in the first season to \$650,000 this go.

The *Stranger Things* cast scored big raises in renegotiations for the coming third season. Winona Ryder and David Harbour are said to be making \$350,000 an ep, up from \$100,000 and \$80,000. Young stars Finn Wolfhard, Gaten Matarazzo, Caleb McLaughlin and Noah Schnapp will net \$250,000 per ep, up from \$20,000, and the show's teens are at \$150,000. The mystery is breakout Millie Bobby Brown. She asked for \$500,000, but likely ended up closer to her under-18 co-stars.

Though Marvel disputes these numbers, sources say that **Scarlett Johansson** is in the \$15 million range for her *Black Widow* stand-alone (up from \$4 million for *Avengers*). **Chris Evans** and **Chris Hemsworth** now earn \$15 million as *Captain America* and *Thor*, respectively. First outings are paid far less: **Robert Downey Jr.** earned \$500,000 for *Iron Man*, but after negotiating for profit participation that's now \$50 million, and **Brie Larson** will start at \$5 million for 2019's *Captain Marvel*.

Murdoch's Massive Payday

Even by media mogul standards, Rupert had a very good year

Michael Rapino, the CEO of Ticketmaster parent Live Nation, earned \$70.6 million in 2017, enough to make him the best-paid chief executive in the entertainment industry, edging ousted CBS CEO **Leslie Moonves** at \$69.3 million. But both are pikers compared to the windfall **Rupert Murdoch** earned by agreeing to sell most of 21st Century Fox to Walt Disney. Fox disclosed Sept. 28 that Murdoch was paid \$49.2 million for





NETFLIX'S SKY-HIGH SALARIES 'Like Play Money'

The streamer pays so well it's been sued by competitors. The downside: Your co-workers can see exactly what you make **By Bryn Elise Sandberg**

Netflix set fire to the industry's dealmaking practices when it lured Shonda Rhimes and Ryan Murphy away from their studio homes with deals worth hundreds of millions. It hasn't made as many headlines, but the streamer has been employing the same strategy with executives, enticing studio and network ranks with lucrative offers. Netflix's salaries, say sources, are 25 percent to 50 percent higher than those at legacy media companies (5 percent of compensation typically comes in stock).

"There are fewer good people on the market. You go to hire somebody and they've been snarfed up," laments one competing exec, who adds the silver lining is that Netflix doesn't use contracts. The company's aggressive poaching practice not only set off a legal battle, with 21st Century Fox suing Netflix in 2016 claiming the platform encouraged breach of contract (the trial is set for

summer 2019), but it has also driven up market rates. "People really want to go to Netflix, so it's a real mystery why they pay a premium when the demand to enter their workforce is great," says STI Management's Neal Lenarsky, who represents industry execs. "I think they're being played and people are giggling about it."

Instead of the fancy titles traditional outfits hand out, the streaming giant's execs fall into three tiers: manager, director and vice president. According to employees, managers make roughly \$150,000 to \$400,000, directors from \$400,000 to \$800,000, and vps can easily make \$1 million or more, with department heads like Cindy Holland, Lisa Nishimura, Bela Bajaria and Scott Stuber cashing multimillion-dollar paychecks. One top publicity exec, for example, is said to make a \$1.5 million base salary. "It's not comparable to anywhere else," says an insider. "It's like play money." The pay is sweet

for entry-level, too. Assistants make between \$70,000 and \$80,000, with some executive assistants and coordinators pocketing north of \$100,000.

More shocking than the salaries is that they're virtually public within the company. As of 2017, anyone director-level or above can see what everyone makes (and their pay history) through a system called Work Day. "We were all like, 'Fuck, this is crazy,'" says one insider of initial reactions to the transparency.

Netflix declined to comment on pay practices, but sources suggest chief content officer Ted Sarandos implemented the open-salary policy — a strategy that's been tested at a few smaller startups — to help employees discern if they are being fairly compensated. Netflix is said to place a high priority on conversations about pay, from annual compensation reviews that ensure employees are getting "top of personal market" and its "keeper test," in which managers ask themselves which staffers they'd fight to save (if you don't pass, you get a generous severance so that Netflix can replace you with "a star," per its culture deck).

Whether the open comp approach has empowered employees or just distracted them is debatable. "Everyone is always looking. It's, 'Holy shit, they got a \$2 million raise last year? What happened!?' " says one insider. Adds another exec at the company: "Ted brags about it to agents just because he likes watching people's heads explode. They're like, 'How is there not a revolt every day at the office?'" **THR**

That said, Campeas admits technology has made it too easy to get by without actually seeing clients. Since opening his firm, Campeas has made a renewed commitment to put down his smartphone and get old-school face time with clients.

Fictional banker you'd trust with your money
"Christian Bale in *The Big Short*."

ANDREW CROW
WG&S

Crow's client base includes some of Hollywood's brightest emerging stars, including *A Wrinkle in Time* breakout **Storm Reid** and Disney Channel star **Olivia Holt**. "It took me four years to sign her as a client," says Crow of the latter, explaining that working with young stars involves building trust with their parents and teams. "I started dialoguing with her manager when she was 13 or 14 years old." He also continues to rep longtime clients **Chris Hardwick**, **Jared Leto** and **Judith Light**.

How do you unwind after tax season? "We're big staycationers. We live in Beverly Hills, so we'll go to the Peninsula or the Four Seasons."



MARK FRIEDMAN
MATT LICHTENBERG
JOHN RIGNEY

Level Four Business Management

The veteran trio works with heavyweights like **Quentin Tarantino**, **Jim Carrey** and **Samuel L. Jackson**. "More pronounced this year are the number of people who are creating content," says Friedman. "The business seems to really be hitting on all cylinders right now." The Level Four team also reps a robust comedy crew including **Larry David**, **Molly Shannon** and **Will Ferrell**. **My binge watch** Friedman: *House Hunters International*; Lichtenberg: *Naked and Afraid*; Rigney: *Breaking Bad*, *Game of Thrones*, *Billions*, *Ray Donovan*. There's so much good TV now."

ERIC FULTON
Fulton Management

From **Chris Hemsworth** and **Channing Tatum** to **Michael B. Jordan** and **Miles Teller**, Fulton's roster reads like a hot list of in-their-prime film stars. "We've been growing quite a bit with new young talent," says Fulton, who adds that it's "fun to help them get set up from the beginning." One addition is **Shailene Woodley**, who returns for season two of *Big Little Lies*; other clients include **Rose McGowan**, fighter **Conor McGregor** and YouTube stars **Rhett & Link**. **One piece of financial advice that never gets old** "To always plan for tomorrow."

HARVEY GETTLESON
Gettleston Witzer & O'Connor

Gettleson's relationship with Plus Capital has been lucrative for clients who have taken stakes in such food companies as Califia Farms and Sweetgreen and mattress firm Casper. "They have social influence and actively shape products and activities," he says. "It's not a passive role." **Bad Robot** is a client, and he helped its leader, **J.J. Abrams**, structure his financial and advisory participation in Atom Tickets, a Fandango competitor. He also helped **Ava DuVernay** acquire her creative space in the Arts District and guided **Franklin Leonard** through creating the Black List Film Fund with Meridian Entertainment.

Fictional banker you'd trust with your money
"Krusty the Clown's Cayman Island banker."



his work as executive co-chairman, but that's a drop in the bucket compared to the \$8.7 billion, including dividends, that he made on his 17 percent stake in Fox, shares of which have surged nearly 70 percent in the past 12 months as Disney and Comcast bid higher and higher for the privilege of acquiring the Fox studio, Nat Geo and FX. Murdoch, 87, is also executive chairman at News Corp. While that stock hasn't budged in a year, he was paid \$5.7 million for his work at the parent of *The Wall Street Journal*, pushing his annual income to nearly \$8.8 billion on the year, about 176 times more than the \$43.9 million that Disney paid CEO Bob Iger, the man set to rule over most of Fox's assets. —BY PAUL BOND AND GEORG SZALAI

Illustration by Zohar Lazar

MURPHY: STEVE GRANITZ/WIREIMAGE.COM; RHYMES: JAMES HAMILTON/GETTY IMAGES; NETFLIX: NICK ANDERSON/WIREIMAGE.COM; CROW: JAMES HAMILTON/GETTY IMAGES; FRIEDMAN: PHOTOFEST; LICHTENBERG: PHOTOFEST; RIGNEY: PHOTOFEST; FULTON: PHOTOFEST; MOONVES: PHOTOFEST; IGER: PHOTOFEST