

Variety Names Rob Freeman to 2025 Dealmakers Impact Report

January 5, 2026

NEW YORK, January 5, 2026 – Proskauer is pleased to announce that partner [Robert \(“Rob”\) Freeman](#) has been recognized in *Variety*’s 2025 Dealmakers Impact Report, which profiles the top financiers, attorneys, executives, entrepreneurs and more who forged major deals that have changed the media landscape.

Rob is co-head of Proskauer’s Technology, Media & Telecommunications Group and a member of the Sports Group. For over 30 years, he has structured and negotiated transactions that have shaped the way consumers view and access content. Rob leads a cross-functional team advising media, entertainment and sports clients on a broad array of corporate transactions, including industry-specific mergers and acquisitions; minority and control investments; the negotiation of complex media and sports rights and content distribution agreements; and the creation of joint ventures, strategic alliances and complex commercial licensing arrangements.

Throughout his career, Rob has helped clients navigate rapidly changing business dynamics. He is known for his business-savvy and legal expertise, finely honed negotiation skills and coolness under pressure. Rob’s recent successes include advising Seven Seven Six on its investment in Chelsea FC Women; advising TGL presented by SoFi in connection with the formation of its seventh team: Motor City Golf Club; and advising League One Volleyball in relation to the launch of a professional volleyball league, including with respect to media rights.

Read more in *Variety*: [Dealmakers 2025](#)

About Proskauer

The world's leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are highly regarded for our expertise combined with our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Our Technology, Media & Telecommunications (TMT) Group serves as commercial and strategic advisors on mergers and acquisitions, joint ventures, financings, content production and distribution, media rights and licensing arrangements, and sports betting and gaming. We offer commercial and strategic advice across the full range of legal and business issues facing the TMT industry, from groundbreaking transactions to bet-the-company litigations and collective bargaining negotiations.

[Related Professionals](#)

- **Robert E. Freeman**

Partner