John D. Maatta





Of Counsel

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Practice Focus

Entertainment, Media & The Arts

Education

University of California, Hastings College of Law, J.D., 1997

University of San Francisco, B.A., 1974, *Cum Laude*

Admitted

California

Representative Experience

John's practice focuses on entertainment and media law, including the negotiation and drafting of development, production, new media, video on demand, talent, employment, co-production, and financing agreements for both scripted and non-scripted film and television content. John has considerable experience regarding matters related to the distribution and exhibition of content by broadcast, cable, and internet platforms, affiliate relations, broadcast standards, and matters involving media-related technology and the formation of network platforms including the creation of Over The Top (OTT) services. Additionally, John is seasoned trial attorney with considerable experience representing clients at mediations, arbitrations, and at trial, including lengthy and complex jury trials.

John served as Co-Head of the Network/Chief Operating Officer and General Counsel at The CW Television Network. In those roles he was responsible for the following operating department: Media Sales, Finance, Technology, Business Affairs, Legal, Broadcast Standards, Network Distribution, and Human Resources. He later served as a senior network executive at The CW Television Network.

Prior to his roles at The CW Network, John was the Chief Operating Officer of the WB Television Network as well as its Executive Vice President and General Counsel. He was the first employee of the WB Television Network, and was an executive at Warner Bros. and its related companies for almost three decades.

Selected representative matters include:

- The egotiation and drafting of agreements concerning: (i) dissemination of content by studios to major SVOD providers, (ii) the sale program formats by an international cable caster to a domestic platform, (iii) the distribution of international television content, (iv) the co-production of television programming.
- The creation of a national network utilizing, cable, satellite, and IP platforms as the distribution instrumentalities.

Professional Affiliations and Civic Involvement

Asia Society of Southern California, Member of the Board of Directors, 2013-July 2018 Rochester Television Ventures, LLC, Member of the Board of Directors, 2000-2006 Southern California UNICEF Board, 2013-Present President of the UNICEF Southern California Board 2014-2017 Start Engine, Member of the Board of Advisors, 2011-2014 Trader Vic's Restaurant Corporation, Member of the Board of Directors, 1998-Present Chairman of the Trader Vic's Board, 2000-2003