

Jay Walker Inks Multiyear Overall Deal With LMAO+.



LMAO+

California, Los Angeles, Aug 23, 2021 ([IssueWire.com](https://www.issuewire.com)) - It's official: The Contrarian creator Jay Walker is headed to LMAO+ with a rich multi-year overall deal.

In one of the biggest talent deals under the new LMAO+ leadership, the company has signed a long-term pact with writer, director, producer, and actor Jay Walker, which encompasses television, film, and short-form video.

LMAO+ is getting into business with the Chairman & Founder of WoahRae (LMAO+) Parent Company Comedian & Producer Jay Walker. WoahRae's forthcoming streaming service has signed a multi-year deal with Walker, which includes an equity investment in the company, a first-look deal, and the distribution of Walker's catalog on the service. Additionally, as part of the agreement, LMAO+ will produce a Jay Walker stand-up comedy special, a rebrand of "Tonight With Jay Walker" for a new original interview series, The Jay Walker Show hosted by the comedian, along with a series of short-form content exclusively for LMAO+.

The pact is similar to Walker's arrangement at Amazon. The agreement is effective immediately both parts of Walker's LMAO+ deal will go through 2029.

Walker's deal was announced Thursday as part of WoahRae's investor presentation to officially unveil the upcoming streaming service.

LMAO+ will also be the official home of Jay Walker's collected works across film, television, and the stage. LMAO+ programming will be ad-free, with new titles added on a monthly basis.

“In our industry, the way people consume content is constantly evolving. I’ve paid attention to my audience and what works for them and, for that reason, I’m very excited not only about the idea of launching LMAO+ to create new and exciting content but also about the idea of giving people a personalized experience through the ability to curate the content they love to consume. On a personal level, this will also be the first time I’ll be working in areas like scripted television, which will afford me the opportunity to work in fresh, creative ways with new voices and to discover new talent,” said Jay Walker.

Under the agreement, Walker, who is currently under an exclusive deal at Amazon, will produce approximately 90 episodes annually of original drama and comedy series for LMAO+, and other WoahRae networks. WoahRae will have exclusive licensing rights on the TV programming as well as exclusive distribution rights to Walker’s short-form video content. Additionally, the pact gives WoahRae/Universal Pictures exclusive first-look rights on Walker’s feature film projects.

“Jay Walker is one of our great modern storytellers,” said Kathy Holland, VP, Original Content at LMAO+. “Jay uses his voice to make audiences more aware of the world around them, while simultaneously making them laugh. His honesty, comedic brilliance, and singular point of view, combined with the creative freedom he will enjoy at LMAO+, promises to create powerful new stories for all our members around the world.”

Per LMAO+, “Jay has continually demonstrated his ability to tell stories about the Black experience that resonate with all audiences,” and “with an innate sense for what is funny, truthful and timely, he will continue to create stories that reflect culture through an urban, youth and female-focused lens.”

Walker is repped by CAA, Artists First, and attorney Gregg Gellman.

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