

Talent

like an ambush.

For some talent, however, it was more like a payday. Shonda Rhimes, for instance, had been loyal to the Disney-owned ABC network. Her hit series *Grey's Anatomy* was (and remains) the longest-running primetime medical drama in US television history, while her political drama *Scandal* and her thriller *How to Get Away with Murder* had generated at least \$2bn in revenue through advertising, syndication and international licensing.

So when she entered contract negotiations with Disney in 2017 and asked for an extra pass to Disneyland, she felt it wasn't unreasonable. To her humiliation, when her family visited the park, only one of their passes worked. She reportedly called a Disney exec who asked, "Don't you have enough?" Before you could say "\$150mn exclusive deal", Rhimes and her company Shondaland were in business with Netflix.

At which point everyone started

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