

A December to Remember: Power Plays, Policy Stalemates & Shifting Lines in Sports and Entertainment

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Welcome back to the Spotlight! With our entering the 12th frame of 2025, so begins a cavalcade of holiday parties, overindulgences, Spotify Wrapped statistics, Mariah Carey, timeless film classics, travel and year in review retrospectives. Despite recent momentum and tens of millions of dollars poured into lobbying efforts by NCAA commissioners, it does not look like 2025 will be the year that is remembered for Congress' passing legislation to comprehensively regulate college sports, as lawmakers failed to advance the SCORE Act because (get this:...) Congress could not reach consensus. Go figure! I mean, Congress usually sings "Kumbaya," respects one another and agrees on everything, right? So, we will have to wait (at least) until 2026 for an overarching federal framework for name, image and likeness rights, medical and mental health benefits for athletes, regulation of agents and NIL contracts.

But, not to worry, my fellow sports and entertainment business junkies, a late entrant to the year in review will be Netflix's monumental acquisition of Warner Bros. in a deal valued at \$82.7 billion, which is, according to my calculations, a lot of money. The deal will bring valuable intellectual property to Netflix for the development of new projects, while providing a direct pipeline of content to the Netflix platform. What it will ultimately mean for theatrical distribution of films-already challenged by the dominant streaming industry is unclear, but it wouldn't be a bad idea to start fine tuning your popcorn recipe in case things go sideways.

- Nationwide Insurance renews its close ties to the NFL with an extension of its sponsorship deal that keeps them as a presenting sponsor of the Walter Payton Man of the Year Award. With their also having an endorsement deal with NFL Hall of Famer Peyton Manning, it's clear they're willing to pay-tons for the exposure.
- Veteran actor Tom Selleck decides to switch agencies from CAA to UTA. His mustache is still mulling over its options.
- The US Supreme Court heard arguments from the record industry and internet service provider Cox Communications in connection with a billion dollar lawsuit alleging that Cox is liable for copyright infringement by failing to boot serial copyright infringers off its services. In other words, Cox is facing the music because it didn't make others face the music for taking the music.
- Two members of Australian children's music group, "The Wiggles" found themselves in hot water for appearing in a music video alluding to drug use for musician Keli Holiday's new song, "Ecstasy." The video

was eventually withdrawn, which seems appropriate since a symptom of withdrawal is the wiggles.

For inquiries and/or unabashed compliments, please feel free to contact me at josh.bloomgarden@foster.com or add me on [LinkedIn](#).

Endorsement Deals, Sponsorships & Investments

How the SCORE Act Vote Fell Apart

December 4, 2025 via Front Office Sports

MLS Cup 2025 Production To Feature Four iPhone 17 Pros as Game-Coverage Cameras

December 3, 2025 via Sports Video Group

NIL Deals for High School Athletes Target for Ohio Lawmakers in 2026

December 2, 2025 via Columbus Dispatch

Mac Jones Defeats Copyright Claim Over WIN Passage Tweet

December 2, 2025 via Yahoo!

Nationwide Renews its NFL Sponsorship Deal

December 1, 2025 via Sports Business Journal

Scottie Barnes Has a New Endorsement Deal and it's Perfect for the Toronto Raptors Star

December 1, 2025 via blogTO

VC Kara Nortman Bet Early on Women's Sports, and Now She's Creating the Market

November 29, 2025 via Tech Crunch

NIL and the Transfer Portal Can be Lucrative - if You Know What to Do. Just Ask La Salle's Truth Harris

November 29, 2025 via Lancaster Online

Beyond the Champagne Spray: Aston Martin Bets on Tom Holland's Sober Revolution

November 28, 2025 via Web Prone News

FC Barcelona Faces Backlash Over Sponsorship with Obscure Crypto Firm

November 28, 2025 via Yahoo Finance

Sports

Chiefs-Cowboys Thanksgiving Ratings Shatter NFL Regular-Season Record

December 3, 2025 via Front Office Sports

NBCU's 2026 Winter Olympics in Italy Will Feature On-the-Ground Coverage From More Than 20 YouTube, Instagram, TikTok Creators

December 2, 2025 via Variety

[Congress Set to Vote on College Sports Bill that Limits NIL, Transfers](#)

December 1, 2025 via USA Today

[Florida High-School Girls Flag Football: A Two-Decade Head-Start On The National Surge](#)

November 30, 2025 via South Florida Reporter

[Adam Minter: The NBA Finally Has a Strategy for the Post-LeBron James Era](#)

November 30, 2025 via Lancaster Online

[Basketball WNBA Lockout Looms with Pay Talks Deadlocked](#)

November 30, 2025 via Reuters

[US Soccer has Bold Plans for the World Cup Legacy](#)

November 28, 2025 via Associated Press

Music Biz

[Gene Simmons of KISS Fame to Testify for Musician Royalty Bill](#)

December 3, 2025 via United Press International

[Sabrina Carpenter Blasts "Evil And Disgusting" Trump White House ICE Video Using Her Song 'Juno'](#)

December 2, 2025 via Deadline

[Supreme Court Weighs Copyright Fight Between Music Industry and Internet Providers](#)

December 1, 2025 via NPR

[The Wiggles Issue Statement After Appearing in Ecstasy Music Video](#)

November 29, 2025 via BBC

Film & TV

[Netflix to Buy Warner Bros. Film and Streaming Assets in \\$72 Billion Deal](#)

December 5, 2025 via CNBC

['Wizard of Oz at Sphere' Approaches \\$200M Revenue From 1.5 Million Tickets](#)

December 2, 2025 via CDC Gaming

[Tom Selleck Signs With UTA](#)

December 2, 2025 via Deadline

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