

# Drawing Fouls and Closing Deals: SGA Challenges Underdog, Jay Shetty Cashes In On Purpose and Kelce Steps Up to the Plate

05.29.26 05.29.26

Welcome back to the Spotlight! This week's edition starts off under similar circumstances as where we left off two weeks ago, with the New York Knicks getting another nine days of hard-earned recovery time, awaiting their opponent. For those keeping track at home, that is enough time to listen to Drake's full triple-album release about eighty-six times over. As of now, we know either two-time reigning MVP Shai Gilgeous-Alexander's Oklahoma City Thunder or the preposterously tall and athletic French star Victor Wembanyama's San Antonio Spurs) in the next round of the playoffs. That next round also happens to be the last round: the NBA Finals. That means (pinch me if I'm dreaming) the New York Knicks are in the NBA Finals for the first time in 27 years. With Saturday being a Blue Moon, I would say that such an event happens once in a Blue Moon-but there have been 12 Blue Moons in that same period. So, this is more like a Blue and Orange Moon-and the buzz around New York (and ticket prices) are reflecting that Kudos to the Knicks organization for understanding this and making at least 500 tickets available for free to disadvantaged, inner-city youths, to give an opportunity to witness this rare phenomenon. As for things around here, unlike last edition, the Spotlight is going to remain locked in and laser-focused, just as I hope the Knicks do over the next few weeks.

- The aforementioned Shai Gilgeous-Alexander cries foul as he had his lawyers send a cease and desist letter sent to Underdog Sports relating to the use of his name, image and likeness in a promotional Operation-style game called "Unethical Hoops," that pokes fun at SGA's notorious reputation for drawing questionable fouls.
- Podcaster Jay Shetty signs a \$100 million deal with Netflix and Spotify for the videos distribution rights to his motivational, self-help podcast "On Purpose." So you could say his methods seem to be working.
- Kansas City Chiefs tight end and Ohio native Travis Kelce buys a minority equity stake in the MLB's Cleveland Guardians-meaning fiancée Taylor Swift may now have reasons for visiting the city other than accepting Rock and Roll Hall of Fame honors.

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## Endorsement Deals, Sponsorships & Investments

[OREO Packs a Purple Punch: BTS Partnership Drops Hotteok-Flavored Cookies and Thirteen Ways to Play With Your Food](#)

May 27, 2026 via South Florida Reporter

[Travis Kelce Buys Stake in Cleveland Guardians, Continuing Trend of Athletes Becoming Owners](#)

May 27, 2026 via AOL

[Goalhanger Ventures Opens its Chequebook to Creator-Led Media with Invisible Media Stake and Backyard Cricket Deal](#)

May 26, 2026 via Business Matters

[Knicks-Rangers Split: Explaining MSG Sports' \\$13.5B Breakup](#)

May 26, 2026 via Sportico

[Billionaire Soon-Shiong Buys Pro Volleyball Team in Los Angeles](#)

May 26, 2026 via Sportico

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## **Sports**

[Underdog Sports Receives Cease-and-Desist Letter from Shai Gilgeous-Alexander's Lawyers](#)

May 28, 2026 via Awful Announcing

[Senate Panel Releases NIL Bill, Plans Hearing](#)

May 28, 2026 via Roll Call

[New York Knicks Sweep Cavaliers to Reach First NBA Finals Since 1999 After Dominant Game 4 Blowout](#)

May 26, 2026 via Fox

[Padres' Fernando Tatis Jr. Owes \\$3.74M in Future Earnings Ruling](#)

May 26, 2026 via MSN

[Seahawks' Next Owners May Want a New Lumen Field. Good Luck Getting It](#)

May 25, 2026 via LancasterOnline

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## **Music Biz**

[Taylor Swift Moves to Dismiss 'Showgirl' Trademark Lawsuit, Calling it a Bid to 'Generate Publicity'](#)

May 28, 2026 via Music Business Worldwide

[Kanye Label Boss Sues to Unmask Anonymous Figure Behind 'Defamatory' Websites](#)

May 27, 2026 via Rolling Stone

[Warner Music and Crumbl Reach Settlement in \\$24M Copyright Infringement Lawsuit Over TikTok Posts](#)

May 27, 2026 via Music Business Worldwide

[Cam'ron, J. Cole Settle Lawsuit Over Unpaid Royalties and Broken Promises](#)

May 26, 2026 via Rolling Stone

[Spotify and Universal Strike AI Covers and Remixes Deal](#)

May 26, 2026 via Rio Times

[The Black Label, the Studio Behind the KPop Demon Hunters Soundtrack, Just Raised \\$80M with Investment from Tencent Music](#)

May 26, 2026 via Music Business Worldwide

[Drake Ties Taylor Swift for Most Billboard 200 No. 1 Albums Among Solo Acts and Sets New ARIA Chart Record with Triple Drop](#)

May 25, 2026 via Music Business Worldwide

[Universal Music Group and TikTok's Deal Secures Artist Royalties and AI Protections](#)

May 22, 2026 via CNET

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**Film & TV**

[Chris Hemsworth's Wild State Banner Partners With Tatts Finke Desert Race To Develop Multiple Projects Around Australian Motorsport Event Including Feature Film Starring 'Extraction' Star](#)

May 28, 2026 via Deadline

[Netflix and Spotify Acquire Video Rights to Jay Shetty's 'On Purpose' Podcast in Deal Said to Be Worth up to \\$100 Million](#)

May 27, 2026 via Variety

[Tribeca Festival Sets First Premiere of Fully AI-Generated Film, 'Dreams of Violets'](#)

May 27, 2026 via Variety

[YouTube Will Now Automatically Detect and Label AI Videos - Even When Creators Don't Disclose It](#)

May 27, 2026 via Music Business Worldwide

[Fox Sports Re-Ups Media Rights Deal with New-Look TBT](#)

May 24, 2026 via Awful Announcing

[Kevin Hart Headlines Season 16 of High Stakes Poker, Premiering May 25 on PokerGO®](#)

May 22, 2026 via PR Newswire

[Versant Pursues Sports As Legacy Pay TV Softens](#)

May 22, 2026 via Hong Kong Herald

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