

[Sports & Entertainment Beat](#)

# From Hand Surgery to Handoffs: Tackling This Week's Sports & Entertainment Highlights

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Welcome back to the Spotlight! I am just a few days removed from hand surgery, so on the one hand, I'd ask you to excuse my brevity. But on the other hand I'd sheepishly ask, hat in hand, for you to clap your hands for my shorthanded effort. Your handsome award for handling my handwringing puns?: this week's installment will ensure your finger is on the pulse for the latest in Sports and Entertainment.

- On the heels of a statement upset by the Deion Sanders-coached University of Colorado football team over Texas Christian University, Colorado's star players Shedeur Sanders (Deion's son) and Travis Hunter saw their name, image and likeness valuations soar by a combined \$5.3 million. Talk about a Rocky Mountain high!
- Just as Universal Music Group and Deezer forge a pact on a royalty model that incentivizes popular human recording artists over those of artificial intelligence, AI music creator, Ghostwriter releases a fake Travis Scott track and Warner Music Group signs digital influencer Noonouri to a record deal. To Noonouri's credit, "she" was gracious in thanking her ardent supporter, 001101011100.
- Hedge fund billionaire and New York Mets owner Steve Cohen purchased a New York based team in Tiger Woods and Rory McIlroy's TGL Golf League. Because if there's one thing the Mets know better than the baseball diamond, it's the golf course.

## Endorsement Deals, Sponsorships & Investments

### [Steve Cohen Buys New York Team in Tiger-Rory Golf League](#)

September 7, 2023 via Sportico

### [Colorado's Travis Hunter, Deion Sanders' Son Shedeur Worth \\$5.3M in Total NIL Value](#)

September 7, 2023 via Bleacher Report

### [Why Do Many People Buy Instagram Followers?](#)

September 6, 2023 via News Anyway

### [The million-dollar hustle changing US sport – how college football athletes are cashing in](#)

September 5, 2023 via BBC Sport

**Notre Dame signs first spirits sponsorship**

September 5, 2023 via Sports Business Journal

**Sports**

**College Athletes May Feel Impact of Feds' Overtime Pay Reforms**

September 7, 2023 via Sportico

**The ESPN-Charter dispute could shake the foundation of modern sports**

September 6, 2023 via Awful Announcing

**NFL games are shifting away from traditional TV. Are you ready to stream some football?**

September 6, 2023 via CNBC

**Under Armour Names John Varvatos Chief Design Officer**

September 5, 2023 via Sportico – Business

**Value of Jacksonville Jaguars jumps 15% to \$4 billion**

September 5, 2023 via Biz Journal

**Music Biz**

**Universal Music Group lands new royalty model that boosts popular artists**

September 6, 2023 via News Break

**Apple Acquires Major Classical Music Label BIS Records**

September 6, 2023 via Digital Music News

**Ghostwriter Returns With an A.I. Travis Scott Song**

September 5, 2023 via New York Times

**Virtual Influencer Noonouri Lands Record Deal: Is She The Future Of Music?**

September 5, 2023 via Forbes

**Film & TV**

**Samuel Goldwyn Films Acquires U.S. Rights To Kim Jee-Woon's Cannes Title 'Cobweb'**

September 7, 2023 via News Break

**Greenwich Entertainment Acquires U.S. Rights To 'Robert Irwin: A Desert Of Pure Feeling' About Leading American Artist; Sets October Release Date**

September 6, 2023 via Deadline

**Max will reportedly start offering free sports later this year**

September 6, 2023 via The Verge

**Brands pouring money into film and TV content are the latest to demand more data sharing from streamers**

September 5, 2023 via Markets Insider

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