Sports & Entertainment Beat

Holiday Gifting Is Here: NASCAR and Premier League Seeing Green, Tay Tay Tops Yet Another Chart, and NCAA Proposes Novel Student-Athlete Compensation Plan

12.08.23

Welcome back to the Spotlight! This past Tuesday, I was fortunate to attend sports business publication Sportico's Influence live event in New York City. Besides having the pleasure of meeting a number of interesting (dare I say "influential") attendees involved in various facets of the sports, entertainment and media business, I got to hear firsthand accounts and advice from sports executives who have adapted to the current landscape and expanded their influence through a singular attribute: authenticity. That common denominator pervaded every panel discussion, from Barstool Sports' growth through its creation of original content, to the origin story of the management group behind Travis Kelce and his banner year, to the unparalleled rise of Wrexham A.F.C. in the public's consciousness to an NBA owner's genuine love for his organization (and a tequila co-founded with other NBA owners including some guy named Michael Jordan). In this age of disinformation and misinformation, authenticity reigns supreme. In many ways, it underpins this blog, as I strive to package authentic news and insights with authentically cringe-worthy dad jokes. Now if you'd excuse me, I am going to celebrate the New York Yankees acquiring Juan Soto with a glass of a new favorite tequila (talk about being under influence!), but not without some parting gifts below.

- Perhaps unsurprisingly, Taylor Swift was named Time Magazine's Person of the Year 2023. The news left many of her ardent supporters jubilant over the news, yet flummoxed about what a "magazine" is.

- NASCAR and the English Premier League each strike media rights deals valued at approximately $8 billion, marking just the second thing the two have in common besides flag signals.

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- NCAA president Charlie Baker circulated a letter to Division I member colleges and universities, proposing the creation of "enhanced educational trust funds" that would enable athletic departments to pay athletes directly (rather than athletes needing to be approached with the nudge/wink deals that have emerged in the NIL era). It's a concept so logical and reasonable that the NCAA is almost certainly going to mess it up.

Endorsement Deals, Sponsorships & Investments

The Premier League will generate $8.45 billion over four years with its new television rights deal
December 6, 2023 via Inside The Games Press Release

Celebrities will endorse publishers (and get paid for it)
December 6, 2023 via Nieman Journalism Lab

Ed Sheeran's hot sauce and Kim Kardashian's "Kimade" : Why celeb-backed foods are the future
December 2, 2023 via Salon News

NASCAR revs up a nearly $8 billion windfall in latest media rights deal
November 30, 2023 via Biz Journal

Mavs sale could provoke legal sports betting, casinos in Texas
November 30, 2023 via The Real Deal

Billionaire Steven Rales to Buy 15% of NBA's Pacers at $3.47B Valuation
November 30, 2023 via Sportico

Sports

Yankees get Soto in 7-player deal with Padres
December 7, 2023 via ESPN

NCAA Calls an Audible on Amateurism. But Is It Too Late?
December 5, 2023 via Sportico

Brands: It's Time To Pay Attention To Women's Sports
December 5, 2023 via Forbes

Has The NBA's In-Season Tournament Paid Off? These TV Ratings Suggest Yes-Probably.

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December 4, 2023 via Forbes

Florida State Playoff Snub Could Spark Longshot Legal Challenge
December 4, 2023 via Sportico

Bowl selection winners and losers: CFP selections reflect coming reality where Big Ten and SEC dominate the sport
December 4, 2023 via Mercury News

College Football's Powers That Be Just Screwed a Team Like Never Before
December 3, 2023 via Slate Magazine

Music Biz

MGM+ Acquires 'In Restless Dreams: The Music Of Paul Simon,' Alex Gibney's Two-Part Documentary On Legendary Singer-Songwriter
December 6, 2023 via Deadline

What if I Told You Podcasts Aren't Doomed?
December 6, 2023 via Slate Magazine

Hall & Oates War: Judge Extends Freeze on Sale of Oates' Business Stake
November 30, 2023 via Rolling Stone Magazine

Film & TV

Warner Bros. Discovery Inks Deal With A24 to Bring Movies Exclusively to HBO, Max
December 6, 2023 via Bloomberg

Charles Oakley Demands $1 Million in Lawsuit Over Movies
December 4, 2023 via Sportico

AI-driven platform Play Anywhere launches game-changing partnership to reimagine interactive TV sports rights
December 1, 2023 via Fox News

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