

# New Year, New Twists: From Golden Globes to Sports Legends Turning Pages

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Welcome back to the Spotlight! We're barely into the New Year and it has been an eventful one already. First, (and you would be forgiven for not knowing this, but...) the Golden Globes took place this past Sunday. The theme of the night seemed to be "bombs" and not much else, as Christopher Nolan's biopic thriller *Oppenheimer* swept the major film categories, meanwhile the evening's host, comedian Jo Koy had a rough go of it with his jokes. The next night a quarterback took a beating—not in the College Football National Championship (my sympathies to my Washington Huskies colleagues)-but rather at the hands of a more skilled J.K. comedian, as (J)immy (K)immel addressed the war of words between he and Aaron Rodgers arising from Rodgers' implying that Kimmel's name would appear on the list of Jeffrey Epstein's associates. Of course, that turned out to be false (paging defamation litigators...) but that's neither here nor there. Meanwhile four prominent sports fixtures (3 of whom being football coaches, and 1 of whom being Tiger Woods) have turned pages on respective decades of history. University of Alabama coach Nick Saban, Seattle Seahawks coach Pete Carroll and New England Patriots coach Bill Belichick have each retired or simply moved on from their respective teams' sidelines after remarkable careers, while Tiger Woods has ended his 27 year relationship with NIKE Golf. What awaits them this year and beyond is anyone's guess. What awaits you is even more *Spotlight*.

- An AI-generated, deepfake ad of Taylor Swift purportedly endorsing French cookware brand Le Creuset (which is French for "The Creuset") highlights the need of brands and celebrities alike to be vigilant, place more of a premium on authenticity-in *real* ads. It's little wonder that Congress is setting its sights on the issue.
- The trend of original sports content marches on, with LeBron James, Jayson Tatum, Jimmy Butler and other NBA stars signing on to participate in a Netflix docuseries (produced by James' SpringHill Company, Peyton Manning's Omaha Productions and Barack Obama's Higher Ground Productions) similar to Netflix and Omaha Productions' "Quarterback" series. Unfortunately, the market for original sports lawyer content does not seem as robust.
- KETO-friendly snack and cereal company, Catalina Crunch unveils its endorsement relationship with New York Knicks point guard Jalen Brunson. As a lifelong Knicks fan, this seems like a great fit - both Catalina Crunch and the Knicks can help you lose parts of yourself.

## Endorsement Deals, Sponsorships & Investments

### [SAG-AFTRA Signs Agreement To Allow Devs To Use A.I. Voices In Games](#)

January 10, 2024 via Game Informer

### [LeBron James signs trading card deal with Fanatics Collectibles, leaving Upper Deck](#)

January 10, 2024 via CNBC

### [Bipartisan House bill on AI fraud aims to set safeguards on Americans' 'digital personas,' rights to likeness](#)

January 10, 2024 via Fox Business – Latest News

### [Leveraging Social Media Influencers in Sports Marketing](#)

January 9, 2024 via OnRec

### [Tiger Woods, Nike split after 27 years, \\$660 million worth of contracts](#)

January 8, 2024 via Fortune Magazine

### [Jim Harbaugh: Student-athletes should get revenue sharing, including from media deals](#)

January 6, 2024 via Awful Announcing

## Sports

### [California Asks Congress to Help Tax Shohei Ohtani](#)

January 10, 2024 via Sportico

### [Four Tech Trends Will Define Sports Fan Experiences in 2024](#)

January 9, 2024 via Sportico

### [NFL Games Made Up 93% Of The Most Watched TV Programs In 2023](#)

January 5, 2024 via Forbes

## Music Biz

### [US talent agency Gersh acquires A3 Artists' digital and alternative departments](#)

January 10, 2024 via C21 Media

### [AI-generated ads for Le Creuset use Taylor Swift's likeness to dupe fans](#)

January 9, 2024 via CBS Boston

[Taylor Swift's cat Olivia Benson has a higher net worth than Travis Kelce](#)

January 7, 2024 via New York Post

## Film & TV

[LeBron James to Star in 'Quarterback'-Style Netflix Series](#)

January 10, 2024 via Sportico

[Amazon MGM Studios Inks First-Look Deal With Nneka Onuora](#)

January 9, 2024 via Variety

[Artist sues S.F. for copyright infringement after city uses mural in ad campaign](#)

January 8, 2024 via Rough & Tumble

[Everyone Wants a Piece of the NBA's New National TV Contract](#)

January 8, 2024 via Bloomberg.com

[Ed Brubaker's 'Criminal' Ordered To Series By Amazon With Jordan Harper As Co-Showrunner](#)

January 8, 2024 via Deadline

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