

Reality Shows, Rare Records and Athlete Partnerships

08.21.26

Welcome back to the Spotlight! Information travels so quickly today that writing the weekly Spotlight means that there is a lot of material to cover, and inevitably by the time of Friday publication, something related to that week's edition that pops up and makes me think it would have been perfect to include. Case in point: right after writing about private equity's growing portfolio of professional sports teams, citing the Los Angeles Lakers' and New York Yankees' respective multibillion dollar transactions, news came across the wire that another consortium headlined by Amazon founder, Jeff Bezos was buying a substantial stake in another storied franchise—English Premier League's Liverpool Football Club. If you hadn't heard about that transaction yet, now you have. If you had already heard about that transaction, then let's just chalk this up to pointing out an accelerating trend (if not a healthy dose of self-awareness used as a writing device to lead me to my next point...)

Now, I *could* try to increase the frequency of the *Spotlight*, but frankly I just don't have the time at this point, and it certainly won't help keep the (literal) lights on. Still, I can take solace in the fact that news outpaces the likes of news organizations themselves. This week, it was reported that, as part of last week's Los Angeles Lakers sale, the Buss family—who had been owners of the Lakers since Jerry Buss bought the team in 1979—had agreed to sell its remaining ownership of the team to the new ownership group led by Josh Kushner and Bob Iger. A nice and clean break. Only problem was that only five of the six Buss children (Jim, Johnny, Janie, Joey and Jesse) had approved, and there was one unreported "J" holding out and insisting on continued control of the team: Jeanie. How the family drama plays out is likely going to be for the lawyers to sort through, but it makes for an interesting dichotomy between the old guard (franchises that are run like a family business) and the new guard (franchises that are treated as institutional assets)—fingers crossed no developments occur before publication...

- The Kim Kardashian-produced youth baseball reality series entitled "Team Moms" gets a release date. While certainly no stranger to family drama, Kardashian's connection to baseball is less apparent until you realize that she knows a thing or two about "Ks."
- Netflix buys the global rights to "The Disciple: A Wu-Tang Fable," a documentary film surrounding the making of hip-hop group Wu-Tang Clan's notorious record "Once Upon A Time in Shaolin" of which only one copy was produced and auctioned off for \$2 million. No bidding will be required to watch the documentary—just your family's/friend's Netflix password.
- Kansas City Chiefs tight end Travis Kelce is partnering with Publicis Sports and 3 Arts Sports to launch "Tekta"—an NIL matchmaker of sorts to forge lucrative opportunities between brands and college

athletes. Of course, college athletes may find a more lucrative path having a matchmaker pair them with billionaire pop stars.

Endorsement Deals, Sponsorships & Investments

[NFL's Falcons to Sell 10% to Arctos at Over \\$10 Billion Valuation](#)

August 20, 2026 via Sportico

[Woody Johnson Buys Stake in Aston Martin F1 Team](#)

August 20, 2026 via Sportico

[NCAA Agrees to Deal to Promote Championship Events and Could Lead to NIL Money for Athletes](#)

August 20, 2026 via Lancaster Online

[Next MLS Commissioner Larry Berg Has 2 Years to Divest LAFC Stake](#)

August 20, 2026 via Sportico

[Creator Talent Agency Ponte Firm Expands Teams On Both Coasts](#)

August 20, 2026 via Deadline

[A Left Tackle Can Make \\$4M in College Football, Not the NFL. Is This Pay for Play?](#)

August 19, 2026 via Lancaster Online

[OG Anunoby Took His Game 4 Winner to Times Square](#)

August 19, 2026 via Yahoo! News

[Inside Tennessee's NIL 'Carwash' Day, a Multimedia Smorgasbord to Help Athletes Cash In](#)

August 19, 2026 via WTOP News

[Travis Kelce Partners With Publicis Sports to Launch NIL Activation](#)

August 18, 2026 via Yahoo! News

[Lakers Sale Complicated by Jeanie Buss Spat With Siblings](#)

August 18, 2026 via Sportico

[Kushner's Lakers Deal Isn't a Hedge. It's Another Bet on AI](#)

August 17, 2026 via Sportico

[MLB Owners Approve Padres Record \\$3.9B Sale to Feliciano, Jones](#)

August 17, 2026 via Sportico

[NBA, Clippers Clash Over Progress in Kawhi Leonard Salary-Cap Circumvention Investigation](#)

August 17, 2026 via Yahoo! News

[Bezos, Bhatia, Saverin Buy Liverpool Stake at \\$7B+ Valuation](#)

August 14, 2026 via Sportico

Sports

[You Are Paying for Your Favorite College Athlete Now: 'The Next Stage of the Arms Race'](#)

August 20, 2026 via Fortune

[With New Lawsuit, 5th Year Eligibility Battle Reaches NCAA D-II, D-III](#)

August 20, 2026 via Front Office Sports

[A Tiny Fix Can Ensure the College Sports Bill Won't Damage Women's Sports](#)

August 18, 2026 via The Hill

Music Biz

[Round Hill is Suing Suno and Anthropic for Up to \\$1B Apiece. It Isn't Looking to Settle.](#)

August 18, 2026 via Music Business Worldwide

[Megan Thee Stallion Inks Deal With UMG's Interscope - And Keeps Ownership of Her Masters](#)

August 17, 2026 via Music Business Worldwide

[Ellie Goulding Sues Former Managers Over Ties to Live Nation](#)

August 17, 2026 via Hollywood Reporter

Film & TV

[Netflix Sued Over 'KPop Demon Hunters' by Christian Metal Band](#)

August 21, 2026 via CNN

['It Finally Feels Like We're Back in 2019': Movie Theater Owners Rejoice Over \\$4 Billion Summer. Can the Fall Keep the Momentum?](#)

August 19, 2026 via Variety

[Dane Cook's Brother Stole \\$12 Million From Comedian, Hid Bricks of Cash in Pasta Sauce](#)

August 19, 2026 via Variety

[Netflix Buys Wu-Tang Clan Doc 'The Disciple' Directed by Joanna Natasegara](#)

August 19, 2026 via Variety

['Good American Family' Renewed at Hulu, With Season 2 Tackling Lorena Bobbitt](#)

August 19, 2026 via Hollywood Reporter

[Kim Kardashian-Produced 'Team Moms: Baseball' Gets Cast Reveal & Premiere Date On Paramount+](#)

August 18, 2026 via Deadline

[MLB Field of Dreams Game Viewership Craters on Netflix](#)

August 18, 2026 via Awful Announcing

[NBA Ad Sales Soar to \\$2.1 Billion in First Season of New Rights Deals](#)

August 17, 2026 via Sportico

[Kevin Macdonald On Capturing Pep Guardiola For Prime Video's 'A Beautiful Obsession': "Like Having Robert De Niro Play A Football Coach"](#)

August 17, 2026 via Deadline

[Cineverse Acquires Genre-Bending Thriller 'Eugene The Marine' Starring Scott Glenn](#)

August 17, 2026 via Deadline

[Disney, F1 Extend Licensing Pact Through 2028, Add 'Cars' Franchise to Mix](#)

August 14, 2026 via Sports Business Journal

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