

Sports & Entertainment Spotlight: Celebrating the Third Anniversary

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Welcome back to the Spotlight - to you and me alike. With my being AWOL for the past two weeks, I would like to say that I was doing research to perfect my brackets or chasing leprechauns. But, since I do not have a pot of gold from either pursuit, I guess we can chalk up my absence to some behind-the-scenes retooling for the third year (wow!) of this blog/newsletter/digest.

Yes, as we celebrate our third anniversary (leather is the traditional gift, by the way) we show no signs of slowing down. The Spotlight also has the added benefit of not being a national security threat.

The same cannot be said for TikTok, whose name echoes the countdown to its possible shutdown. Understandably, voices throughout the sports and entertainment industry are concerned that cutting the American people off from TikTok's short form video platform may not only hurt collegiate athletes whose NIL marketing value is highly correlated to their social media following, but also artists and musicians whose music can be taken to new heights through viral dance accompaniments (and other things I am getting too old to understand). But, to them I say: "not to worry." On the whole, the risk of being spied on by a foreign adversary seems to carry a little more weight. And in any event, once upon a time, there was another short form video platform called "Vine" that was abruptly discontinued and replaced with a short form video platform called...TikTok. So maybe the answer lies in a Vine reboot - after all, nowadays sequels and reboots dominate the entertainment spotlight.

- Tiger Woods' TMRW Sports nets a trio of past and present NBA superstars on its cap table as Shaquille O'Neal, Dwyane Wade and Kevin Durant invest in the tech-forward sports venture.
- Comedian Kevin Hart signs a multi-year extension with SiriusXM for the development of podcasts and radio shows on its satellite platform. No small feat from a man that has two of them.
- In an apparent victory for common sense, the prospective FIFA Women's World Cup Sponsorship by Saudi Arabia's tourism authority has been called off. Turns out that using women's sports as a vehicle to encourage travel to a nation with an inferior record for women's rights is not a good look. Go figure.

- Lindsay Lohan is among a list of eight celebrities accused by the Securities Exchange Commission of promoting cryptocurrencies without adequately disclosing she was being compensated to do so. She can add that to her rap sheet that includes allegedly pushing Regina George in front of a bus.

Endorsement Deals, Sponsorships & Investments

[TMRW Sports adds Kevin Durant's Thirty Five Ventures as latest investor](#)

March 23, 2023 via SportsPro

[Which Is the Better Buy? The Washington Commanders or Manchester United?](#)

March 20, 2023 via New York Times

[March Madness stars cashing in with NIL deals](#)

March 17, 2023 via Fox Business

[Everything You Need To Know About Influencer Marketing](#)

March 16, 2023 via Forbes

[Michael Jordan in Talks to Sell Hornets to Plotkin-Led Group](#)

March 16, 2023 via Sportico

Sports

[A TikTok Ban Would Hinder NIL, Hurt Athletes and Spur Lawsuits](#)

March 20, 2023 via Sportico

[FIFA Reverses Saudi Sponsorship of Women's World Cup](#)

March 17, 2023 via Disability Rights Watch Refugees News

[Networks Scramble to Add Jets Games as Aaron Rodgers Pushes for Move](#)

March 17, 2023 via Sportico

Music Biz

[How A TikTok Ban Could Affect The Music Industry](#)

March 18, 2023 via Forbes

9 celebrity-owned perfume and beauty brands worth checking out

March 18, 2023 via NBC 4 – Columbus, Ohio

In a shock move, Meta has pulled music by Italian songwriters from its platforms. Is this connected to Mark Zuckerberg's 'Year of Efficiency'?

March 17, 2023 via Music Business Worldwide

Film & TV

US sues celebrities over crypto endorsements

March 23, 2023 via TechCentral

Yoda and Harry Potter Chatbots Could Be the Next Big Legal Battle

March 20, 2023 via Bloomberg

Demi Lovato Making Directorial Debut With 'Child Star' Documentary at Hulu

March 16, 2023 via Deadline – Hollywood Breaking News

Emerging Sports

Women's Basketball and College Football Dominate the NIL Industry in 2022-23

March 22, 2023 via PR Newswire

Dana White talks Power Slap League, McGregor's UFC return

March 18, 2023 via Sports Business Journal

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