Foster Garvey

Sports & Entertainment Beat

Sports & Entertainment Spotlight: FIFA World Cup

12.22.22

Welcome back to the Spotlight, and Happy Hannukah, Merry Christmas and Happy Kwanzaa to all those who are celebrating holiday season. Hard to believe that 2022 has nearly come and gone, and we are all a year older, and I would hope I played a small part in making you a year wiser (jury is out one whether that would be from reading the *Spotlight* or thinking better of reading the *Spotlight*). Of course, no New Year's celebration would be complete without a retrospective on the year that was. I tried to get Ryan Seacrest to take it from here, but it turns out that this is this one gig in which he has no interest. So, here I am, with my tuxedo (or what the moths left of it over the past 3 years) hanging up in the closet, to give you an oversimplified account of where we came from and where we might be going (call me Joshstradamus).

Up first, Argentine football/soccer star Lionel Messi closes out the year on a high note, claiming the FIFA World Cup earlier this week in a match for the ages over Kylian Mbappé and the French side. Speaking of messy, the artist formerly known as Kanye West (and currently known as unemployable), showed us that the marketplace of ideas has no place for hate, and the marketplace of consumer brands has no place for him. And while Chris Rock's facial soreness from "The Slap" at the Oscars has abated, the memory of that incident is sure to last for years to come. Meanwhile, the sports and entertainment world proved itself for the um-teenth time a force for good and united in support of the resilient people of Ukraine and against Russian aggression and authoritarianism. Name, Image and Likeness (NIL) deals expanded over the course of their first year (a freshman fifteen, if you will) and, in their sophomore year. show no signs of slowing down or reducing their influence over athletes and universities. An NFT went from a three letter word to a four letter word with the crypto collapse. The number of copyright infringement claims in pop music have continued to build like a good chorus hook (and that's only the ones that we hear about) while private equity investment in music copyrights reached stratospheric levels. And pickleball went from punchline to powerhouse, garnering widespread investment from entertainers and athletes alike.

Happy Holidays, y'all - see you next year!

Endorsement Sponsorship and Investments

No. 6: Ye Loses the Fashion World

December 21, 2022 via Women's Wear Daily

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H&M: Justin Bieber collection axed after singer's 'trash' criticism

December 21, 2022 via BBC – Front Page

After Kyrie and Kanye Catastrophes, Celebrity Endorsements Ripe for Review

December 19, 2022 via Sourcing Journal Online

Sport

Organization helps student-athletes get NIL deals

December 20, 2022 via News Break – Top Stories

Leo Messi used a 'growth mindset' to finally win his World Cup trophy-here's what that looked like

December 19, 2022 via CNBC

Women, college athletes draw more sponsorships as sports marketing diversifies

December 14, 2022 via Advertising Age

SponsorUnited Releases its 2022 Sports Sponsorship Year in Review

December 14, 2022 via PR Newswire

Music Biz

Justin Bieber is reportedly about to sell his music rights for $200 million. Here's why back catalogs are big business

December 22, 2022 via Fortune

Terry Hall, singer with ska icons The Specials, dies at 63

December 20, 2022 via The Star

Mariah Carey's incredible paycheck for 'All I Want for Christmas Is You' revealed

December 20, 2022 via Hello! Daily News

15 music power players at TikTok, YouTube, and other platforms who are innovating and using social to shape the industry

December 20, 2022 via Markets Insider – Top Stories

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Edgy Campaigns Are Out, TikTok Won't Stop and Other 2023 Predictions for Marketers – WSJ

December 19, 2022 via Wall Street Journal – Experience Report

Film & TV

Viacom18 Gets Olympic Games Paris 2024 Broadcast Rights For India, Subcontinent

December 21, 2022 via Bloomberg Quint

NFL nearing rights deal with Google's YouTube TV for Sunday Ticket game package

December 21, 2022 via CNBC

Media rights auction, new teams push IPL's value over $10 billion: Report

December 21, 2022 via Business Standard Key Stories

The 2022 World Cup overcomes obstacles to score a ratings hit

December 21, 2022 via Los Angeles Times

Emerging Sports

AIR MILES welcomes global streaming giant DAZN to the program

December 21, 2022 via Canada Newswire

Parks: Pickleball coming to Washington Park

December 15, 2022 via Jefferson City News Tribune

Naomi Osaka And Patrick Mahomes Join Wave Of Celebrities Investing In Pickleball

December 14, 2022 via Forbes

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