

Sports & Entertainment Spotlight: Nickelodeon is Set to Broadcast a National Football League Game on Christmas Day, and Formula 1 Racing Continues its Rise to Popularity

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Welcome back to the “Sports & Entertainment Spotlight,” your 30,000 foot view of the various goings-on in the sports and entertainment industries. This week, I am writing from, well, 30,000 feet flying cross country to soak up all that Seattle has to offer (not the least of which being raindrops) for our firm's retreat. Amidst that backdrop comes news of the National Collegiate Athletic Association's Division I Board of Directors' seemingly returning from its retreat and offering "guidance" about the name, image and likeness (NIL) collectives popping up throughout the country. Seeking to address the concern that these collectives are being used to skirt NCAA rules against providing financial benefits in return for committing to play sports at the collectives' preferred universities, the NCAA has, for the first time in nearly 10 months since its interim NIL rules came down, spoken - rather ambiguously, on the topic. They claim that past instances may be enforced depending on severity, but in characteristic fashion, have remained vague on what exactly that means. What's more, were the NCAA to take action, it is like that it would find itself right back in the court system litigating antitrust issues. Again, it did not all have to be like this, but after years of inaction, the NCAA is sleeping in the bed that it made for itself. It is looking more likely that Congress will have to take up the mantle to provide definitive direction, but in an election year, we may have to wait until next term for any legislation to come up for vote. Fortunately, the Spotlight moves quicker (and is much less dysfunctional) than Congress:

- Nickelodeon is set to broadcast a National Football League game on Christmas Day. My humble suggestion is that they brand it as the "Most Wonderful Slime of the Year." My not so humble suggestion is that if Nickelodeon uses that, they should provide me with four tickets to that game.
- Those of you concerned about Tom Brady's financial security when (if?) he eventually retires from the NFL can cancel your plans for fundraising bake (unlikely to have been TB12-approved anyway) breathe a sigh of relief, as he stands to make \$375 million over 10 seasons as Fox Sports' NFL broadcaster. About time that guy caught a break.

- Formula 1 racing continues its rise to popularity, bringing out celebrities en masse to the Inaugural Miami Grand Prix on par with the number of celebrities in attendance at the Kentucky Derby - though the latter lacked significantly less horsepower than the former.

Endorsement Deals, Sponsorships & Investments

[New NIL Program Debuts at SDSU](#)

May 9, 2022 via *San Diego Business Journal Stories*

If you think you may have seen San Diego State men's soccer captain and defender Kyle Colonna in advertisements for a sports nutrition company or SDSU softball first baseman/catcher Alexis Otero promoting a line of athletic clothing, you aren't mistaken.

[Congress's help sought on regulating NIL deals](#)

May 8, 2022 via *Fort Wayne Journal Gazette*

The latest lobbying efforts on Capitol Hill by college sports leaders come as the NCAA tries to rein in booster organizations funding questionable sponsorship deals for athletes for use of their names, images and likenesses.

[NCAA clarifies compensation rules but is crackdown likely?](#)

May 9, 2022 via *Fox News*

Eleven months after the NCAA lifted most of its restrictions against athletes cashing in on their fame, college sports leaders are trying to send a warning to schools and boosters it believes have crossed a line: "there are still rules here and they will be enforced."

[UKG to title sponsor NWSL's Challenge Cup](#)

May 6, 2022 via *Sports Business Journal* (subscription may be required)

The NWSL has scored a title sponsorship deal for its annual preseason competition, the Challenge Cup, with HR, payroll, and workforce management solutions company UKG.

[Neste's renewable fuels take Coldplay around the world – collaboration helps the band towards 50 percent reduction in its world tour related carbon emissions](#)

May 5, 2022 via *WILX-TV*

Coldplay is partnering up with Neste to take steps towards the band's target of reducing CO2 emissions from the Music Of The Spheres World Tour by 50 percent.

[SEC, Pac-12 leaders to push for NIL law in DC](#)

May 5, 2022 via *Fox News – Latest News*

The commissioners of the Southeastern Conference and Pac-12 have met with lawmakers in Washington to lobby for federal legislation to regulate name, image and likeness compensation to athletes.

Sports

NBA teams hike ticket prices as attendance drops, internal data shows

May 10, 2022 via New York Post

NBA owners are raking in more cash than before the pandemic by charging higher ticket prices - despite lower TV ratings and increasingly empty seats at arenas, according to internal NBA data exclusively obtained by "The Post."

NCAA issues 'reasonable' NIL booster guidelines

May 10, 2022 via Los Angeles (LA) Daily News

Eleven months after the NCAA lifted most of its restrictions against athletes cashing in on their fame, college sports leaders are trying to send a warning to schools and boosters it believes have crossed a line.

Miami Grand Prix Signifies Formula 1's Popularity, Acceptance In U.S.

May 6, 2022 via Forbes – Business (subscription may be required)

When the Miami Grand Prix gets underway this weekend, the inaugural Formula One race in the city heralded by many as "Formula One's Super Bowl" not only signifies the international motorsport organization's growth and acceptance in the United States, it also represents the start of what's to come.

As leaders lobby, NCAA searches for ways to rein in boosters

May 6, 2022 via Honolulu Star Advisor

The latest lobbying efforts on Capitol Hill by college sports leaders come as the NCAA tries to rein in booster organizations funding questionable sponsorship deals for athletes for use of their names, images and likenesses.

Music Biz

Pink Floyd reportedly looking to sell its music catalog

May 10, 2022 via New York Post

Pink Floyd is weighing the sale of its recorded music catalog that includes legendary hits like "Comfortably Numb" and "Another Brick in the Wall," according to a report.

In Win for Songwriters, Copyright Royalty Board Set to Approve 32 Percent Increase on Music Mechanical Royalties

May 5, 2022 via Register Citizen

As often goes in Washington, sometimes the best solution is to meet in the middle. That appears to be the takeaway from today's motion by the Copyright Royalty Board to increase mechanical royalties by 32 percent immediately.

SoundExchange and Veva Sound Announce Data Partnership to Increase Accuracy and Efficiency of

Royalty Payments for Creators

May 5, 2022 via WILX-TV

SoundExchange, the premier music tech organization powering the future of music, and VEVA Sound announced a partnership to increase the accuracy of royalty payments for creators.

Dua Lipa Levitating Towards a Lawsuit

May 5, 2022 via Law.com International

Following Ed Sheeran's recent High Court victory, Dua Lipa is the latest pop singer to face claims for copyright infringement.

Film & TV

Rangers, Islanders, Devils among NHL teams to see local TV ratings dip in return to full season

May 11, 2022 via Biz Journal

The NHL's local TV story took a hit this season, as regular-season games on U.S. regional sports networks posted a 23 percent ratings drop compared to last year's shortened season, according to Nielsen data analyzed by Sports Business Journal.

Google joins Amazon in mulling a bid for broadcast rights of IPL: Report

May 11, 2022 via Business Standard Key Stories

Alphabet Inc., owner of the ubiquitous search engine Google, has flagged an interest in bidding for the broadcast rights of the Indian Premier League, or IPL, joining the ranks of half a dozen media giants vying for the coveted asset in cricket-crazy India.

Channel 4 Strikes YouTube Deal; Sky Arts Series; Post-Production Launch; WBD Spain Series; Indielab - Global Briefs

May 11, 2022 via Deadline - Hollywood Breaking News

British broadcaster Channel 4 has signed a deal with YouTube to put 1,000 hours of programming on the Google-owned streaming platform. The agreement expands on an existing partnership between the companies and will allow Channel 4 to sell its own advertising around the show.

Adam Sandler Discovers an NBA Prospect in Hustle's Trailer

May 10, 2022 via Digital Trends News

There are a lot of Adam Sandler comedies on Netflix - perhaps too many. That's because Sandler signed a development deal with Netflix long before many of his fellow stars did.

RFL and Super League's new strategic partner IMG and its early goals

May 10, 2022 via St. Helens Star

The Rugby Football League (RFL) and Super League Europe have announced a 12-year strategic partnership with IMG, a global leader in sports, events, media and fashion owned by Endeavor, to reimagine Rugby League and its competitions in the UK.

The Third Most Watched Sports Franchise in the World Is Planning a Women's League

May 9, 2022 via *TIME Headlines*

Indian Premier League, called the Super Bowl of cricket, is gearing up to roll out a women-only version of the game as organizers chalk out ways to make the third most-watched sporting event bigger, more profitable and diverse.

F1 CEO sees 'great opportunity' in TV rights talks with ESPN deal due to expire

May 5, 2022 via *CNBC*

Formula 1 is riding a wave of popularity in the U.S., and its CEO is shopping around its success with potential media partners for a more lucrative U.S. media deal.

IPL Media Rights: Sky Sports UK, SA's Supersport May Bid for Global Rights

May 5, 2022 via *Business Standard*

The IPL media rights for the next five-year cycle, which might fetch the BCCI over Rs 50,000 crore, has also attracted interest from international broadcasters like Sky Sports U.K. and South Africa's Supersport, who have reportedly picked up bid documents.

ESPN+, OU reach multiyear SoonerVision deal

May 5, 2022 via *Sports Business Journal* (subscription may be required)

ESPN+ and Oklahoma have agreed to the most expansive media-rights deal for an individual athletic program on the streaming service.

World Wrestling Entertainment Stock is Hulking Up

May 5, 2022 via *Entrepreneur*

Sports entertainment and media company World Wrestling Entertainment stock has maintained a choppy range between \$45 to \$65 for over a year.

Slime Time: Nickelodeon To Broadcast Christmas Day NFL Game

May 10, 2022 via *KSL Sports*

The NFL game on Christmas Day between the Broncos and Rams will be broadcast by Nickelodeon.

Non-Fungible Tokens (NFTs)

AMLH Signs Deal To Secure Celebrity Endorsement for its Baller Mixed Reality NFTs

May 11, 2022 via Atlanta New Online

American Leisure Holdings, Inc. subsidiary Baller Mixed Reality, announced a partnership that will connect celebrities and brands with its 3D-augmented reality NFTs.

[How this electronic-music artist raked in \\$1.24 million by selling 5,000 unique pieces of music as NFTs](#)

May 11, 2022 via Markets Insider

The electronic-music producer DJ Kloud made \$1.24 million from selling 5,000 unique music NFTs. Each NFT is composed of a unique combination of stems, like bass lines, leads, and percussion.

[The Global BrandStory Project Drives Web3 Innovation in World-First Collaboration with Lamborghini, Steve Aoki, Krista Kim, and RM Sotheby's](#)

May 9, 2022 via Yahoo Finance

The 1:1 NFT plus the last physical Aventador Coupé auction closed at \$1.6 million - placing the purchase price in the top 10 brand new Lamborghinis ever sold at auction.

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Tagged as [Formula 1](#), [National Football League](#)

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