Foster Garvey

Sports & Entertainment Beat

Sports & Entertainment Spotlight: What's In Store for 2023

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Welcome back to the Spotlight and welcome to the year 2023.

As if we needed yet another reminder not to take anything for granted, keep our priorities in check (and other similar platitudes proven time and again over the last three years), we start off the year with sobering and gut-wrenching images of Buffalo Bills Safety Damar Hamlin's tragic and unprecedented on-field injury during Monday Night Football against the Cincinnati Bengals. As players, coaches and millions of fans watched Hamlin collapse, require life-saving interventions and be taken out of the stadium in an ambulance following a hard collision with Bengals Wide Receiver Tee Higgins, the collective focus shifted (rightly so) from the football game to the well-being of Hamlin. Eventually, after what felt like perhaps too much time, the correct decision was made to postpone the game so as to allow the teams to be there for each other and process the trauma. Meanwhile, Monday's events also served as a reminder of the ugliness of social media, as Hamlin's injury opened up the Twitter cesspool to poor, unfortunate souls wondering about the plight of their fantasy football team, directing hate toward Higgins, and yes, even attempting to link Hamlin's injury to COVID-19 vaccinations. On the other hand (apropos of a film that worked on, and finally got to see over the holiday break, "The Social Dilemma"), there was also glimmers of altruism in social media as a GoFundMe page for Hamlin's foundation saw its children's toy drive fundraising campaign balloon to over $7 million at the time of this writing (its goal had been to raise a mere $2,500). So for those looking for a silver lining to start the New Year, it's the players, coaches and fans who deserve the spotlight.

- While short form video creation app TikTok wielded even greater influence on the music industry in 2022, the US Government issued an order banning the use of the app on Federal workers' mobile devices. The official reason for the move is to protect national security but I suspect it may also be rooted in the desire not to expose the public to Supreme Court Justices' choreography.
- An NCAA Committee announced a proposal to expand its Men's and Women's National Championship College Basketball Tournaments fields from 68 teams to 90 teams. Great news for those among us (no one) who find filling out a bracket not to be challenging enough.
- Although some songwriters may have made New Year's resolutions to slim down, the Copyright Royalty Board's decision to approve increased streaming royalty rates is sure to fatten their pockets.

Endorsement Sponsorship and Investments

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New legislation seeks to attract more college athletes to the state's playing fields

January 4, 2023 via Florida Politics

Technology & Innovation Roundup: Celebrities named in lawsuit against Miami-based Yuga Labs

December 29, 2022 via Biz Journal – Accounting News

Metaverse company CEO sued for sexual harassment by former NFL player who claims she pressured him to sleep with colleagues

January 2, 2023 via The Independent – News

The rules are changing for celebrity endorsements. What to keep in mind

January 3, 2023 via BrandEquity (Economic Times) – Recent Stories

Sport

Sports Betting Market Is Prospering at USD 297,638.20 Million with Expected CAGR of 9.2% by 2030, Size, Share, Trends, Industry Growth and Competitive Analysis

January 3, 2023 via PR Newswire – News Releases

Middle East investment in Manchester United or Liverpool: Sports law predictions for 2023

December 29, 2022 via Hedge Accordingly

Nike Vet Gary Way Joins Townsquare Media as Seventh Board Member.

January 3, 2023 via Inside Radio – News

Music Biz

Round Hill Music Acquires Rights to Song Library of Legendary Record Producer Steve Lillywhite Download (Photo: Business Wire)

January 4, 2023 via Business Wire – Top Stories

Will Smith Slap, Ricky Martin's Incest Rumor, Kanye West's Fall and the Biggest Celebrity Stories of 2022

December 31, 2022 via Latin Post

The Future Of The Music Industry: Predictions And Trends

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December 29, 2022 via MENAFN – Top Stories

Songwriters' New Streaming Royalties Approved Before the New Year

December 30, 2022 via Billboard

From Lizzo to Kate Bush, how TikTok dominated the music industry in 2022

December 27, 2022 via Texas Public Radio

Film & TV

College Football Playoff semifinals average 21.7m US viewers

January 2, 2023 via Sport Business – News Page (sportbusiness.com)

Tom Kim starts the new year with a new sponsor and a swoosh

January 3, 2023 via St. Louis Post-Dispatch – Sports

Year in Review: University of Houston's big boost from new $2.3B Big 12 TV deal was a Deal of the Week

December 27, 2022 via Biz Journal – Bankruptcy News

2023 Game Changers: New Universal Parks CEO among key players in tourism, travel and sports

January 3, 2023 via Biz Journal – Southeast News

Emerging Sports

Pickleball popularity exploded last year, with more than 36 million playing the sport

January 5, 2023 via CNBC – Business News

VALORANT pros and talent report late payments from one of the top tournament organizers

January 3, 2023 via Dot Esports

23 under 23 for 2023: Young stars shine bright in women's sports

January 3, 2023 via Just Women's Sports

Girls wrestling in first year as varsity sport in Ohio

December 26, 2022 via Toledo Blade

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Chardon BOE Creates Boys Volleyball Team

December 23, 2022 via Geauga County Maple Leaf

2022 Year In Review: Pickerington Central, Reynoldsburg basketball titles share No. 1 spot

December 22, 2022 via Columbus Dispatch (Columbus, Ohio)

Posted in Sports & Entertainment Spotlight

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