

Spotlight: Angel Reese, Miami Heat's Naming Rights, and the Future of Artificial Intelligence in Entertainment

04.07.23 01.07.26

Welcome back to the Spotlight! With the Spring holidays in swing and many on Spring Break, I will be brief as I realize reading sports and entertainment business and legal stories may be the Easter your worries. But I couldn't Passover an opportunity to check-in. Yikes, those were pretty bad - even for my standards. In any event, I will be off on vacation next week, during which time I can perhaps come up with better material. But for now, your Easter egg/Afikomen prize is below:

- Angel Reese has been the topic of much discussion with regard to sportsmanship and implicit bias following her LSU Tigers' Basketball National Championship victory over the Iowa Hawkeyes. Over all the noise, she has become a household name and the "Bayou Barbie" has positioned herself to buy that dream home.
- IT and Security Management firm Kaseya secures naming rights to the Miami Heat's NBA Arena, becoming a successor to cryptocurrency exchange turned criminal enterprise FTX. But the heat still remains on Miami shooting guard Jimmy Butler, who is facing legal action over his ties to crypto exchange Binance.
- Artificial Intelligence may hold the power to keep celebrities entertaining long beyond their natural lives. In a related story, Dick Clark's New Year's Rockin' Eve 2024 will be hosted by Dick Clark with musical performances by Elvis Presley and Ludwig von Beethoven.

Endorsement Deals, Sponsorships & Investments

- [**Before You Use AI To Replicate Celebrity Voices, Check With Your Lawyers**](#)
April 6, 2023 via Inside Radio
- [**Sony renews media rights deal with Sri Lanka Cricket till 2027**](#)
April 5, 2023 via Economic Times

- [Angel Reese's Marketability Skyrocketed During Her Victorious NCAA Championship Weekend](#)

April 4, 2023 via Forbes

- [Tech company Kaseya wins naming rights for Miami Heat arena](#)

April 4, 2023 via South Florida Business Journal

Sports

- [Tiger and Rory's TGL Golf to Sell 6 Franchises With League Equity](#)

April 7, 2023 via Sportico

- [New antitrust lawsuit against NCAA seeks millions in damages](#)

April 5, 2023 via Honolulu Star Advisor

- [WWE gains leverage in media rights talks following Endeavor acquisition](#)

April 4, 2023 via Sports Business Journal

- [Manning's Omaha Productions, ESPN to Debut QB-Focused Pre-Draft Show](#)

April 4, 2023 via Sportico

- [Jimmy Butler Binance Suit Joins Brady FTX Deal on Crypto Docket](#)

April 4, 2023 via Sportico

Music Biz

- [Why Can't Music Fix Its Fake Streams Problem?](#)

April 5, 2023 via Billboard

- [We can build immortal celebrities from ChatGPT and their existing back catalogs](#)

April 4, 2023 via Engadget

Film & TV

- [Ben Affleck's Air ties a bow on how Nike cashed in on Michael Jordan](#)

April 5, 2023 via CBC Canada

- [Greenwich Entertainment Acquires Documentary 'The Melt Goes On Forever: The Art And Times Of David Hammons'](#)

April 3, 2023 via Deadline – Hollywood Breaking News

- [New 'Street Fighter' Movie in the Works as Legendary Acquires Live-Action Film and TV Rights](#)

April 3, 2023 via News Break

Emerging Sports

- [Record audience for women's title game culmination of recent popularity surge](#)

April 5, 2023 via Sports Business Journal

- [Sheryl Sandberg leans into pro women's soccer in Silicon Valley](#)

April 4, 2023 via Venturebeat

- [Pickleball Slam on ESPN Beats Out MLB, NHL, NBA in TV Ratings Race](#)
April 4, 2023 via Sportico
- [National Women's Soccer League Announces Expansion to Bay Area, California](#)
April 4, 2023 via Business Wire

Posted in [Sports & Entertainment Spotlight](#)

Authored by

[Joshua A. Bloomgarden](#)

[Principal|New York](#)

[212.965.4529 josh.bloomgarden@foster.com](#)