

Swift Success and Spotlight Recollections: From Billion-Dollar Beats to Bottled Banter

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While many of you come down from your Halloween sugar high, Taylor Swift remains in another stratosphere. Not because of sweets (although I hear Donna Kelce's pre-game chocolate chip cookies are not to be missed), but rather because of domination of the music industry *en route* to recently having her net worth eclipse \$1 billion. In that regard, Swift is something of a unicorn (incidentally, her fanbase's second most beloved animal behind Swift's cat, Olivia Benson), because while other recording artists have spun off CPG (consumer packaged goods) brands - whether in fashion, apparel, beauty or liquor - the lion's (not Olivia Benson's) share of Swift's fortune has been built almost exclusively on her music. Swift's decision to re-record her back catalog of albums and monetize them on her own terms, through record sales, touring and her film chronicling her touring has been nothing short of genius. This gives me hope that perhaps someday, I'll be able to recycle some of *my* best hits from prior *Spotlights*, such as this one from February 17, 2022

Actor Stanley Tucci inks a multiyear endorsement deal with Italian sparkling mineral water company, San Pellegrino, in which bottles will be branded "Stan Pellegrino." An infinitely better proposition than a diaper rash ointment deal pitched to him for "Tucci Cream."

I mean...that's a billion dollar joke right there. For now, I'll continue to build my own catalog through this week's installment of the Spotlight:

- Kim Kardashian's Skims brand flexes its sports marketing chops in becoming the official underwear partner of the WNBA, NBA and USA Basketball. Here's hoping they don't take that too far and create a "nothing but net" product.
- The University of Houston Cougars Football program received a cease and desist letter from the NFL for the Cougars' wearing confusingly similar uniforms to those of the NFL's legacy franchise the Houston Oilers (the rights to which are owned by Oilers' successor franchise, the Tennessee Titans). In its letter,

NFL asserted that the colorway and trade dress of Cougars' "H-Town Pride" tribute uniforms were confusingly similar to those of the Oilers' "Luv Ya Blue" uniforms. Were the Cougars to wear the uniforms again, they might need to call them the "We have a problem" uniforms.

- Flag Football is enjoying something of a Pickleball moment, seeing an influx of tens of millions of dollars as the sport rises in popularity (and will soon be an event at the 2028 Summer Olympics in Los Angeles), though it is unlikely to be a hip replacement for those who have hip replacements.

Endorsement Deals, Sponsorships & Investments

20 female celebrities with lucrative businesses beyond Hollywood

November 2, 2023 via *Los Angeles Times*

ESPN Could Be Worth \$24 Billion And Attract Investments From Tech Giants, Report Says

November 2, 2023 via *Forbes*

Skims named official underwear partner of the NBA, WNBA and USA Basketball

November 1, 2023 via *Retail Dive*

Celebrity Net Worth: Travis Kelce joins Ryan Reynolds with investment in F1's Alpine

October 30, 2023 via *The National (UAE)*

Celebrities set their sights on gin

October 30, 2023 via *Spirits Business*

Kings Star De'Aaron Fox Signs With Curry Brand for Signature Shoe

October 26, 2023 via *Sportico*

Sports

"The Worst Band of the 1990s" Is Having a Comeback in the Most Baffling Place

November 1, 2023 via *Slate Magazine*

Big Ten defies tradition to embrace late-season night football games

November 1, 2023 via *Chicago Sun Times*

NHL's Canadiens LP Stake Sold at Record \$2.5 Billion Valuation

November 1, 2023 via *Sportico*

Saudi Arabia Will Likely Host 2034 FIFA World Cup

October 31, 2023 via Forbes

How the NBA In-Season Tournament went from the drawing board to the court for its debut next month

October 31, 2023 via Oregon Live

NFL told Houston to stop using Oilers-inspired uniform

October 30, 2023 via ESPN.com

Jim Harbaugh and Michigan Sign-Stealing Saga Presents Problem for NFL

October 30, 2023 via Sportico

Will flag football be the next pickleball? Tens of millions of dollars are betting on it.

October 28, 2023 via MarketWatch

Music Biz

The Highest-Paid Dead Celebrities Of 2023

October 31, 2023 via Forbes

AI is on a collision course with music - Reservoir's Golnar Khosrowshahi thinks there's a way through

October 31, 2023 via Verge

Taylor Swift sets single-day streaming record on Spotify thanks to re-recorded '1989'

October 29, 2023 via Los Angeles Times

Taylor Swift Explodes UMG's Revenue

October 26, 2023 via SmallBizTechnology

Film & TV

NBC Developing U.S. Version Of 'Truman Show'-Style Guessing Game Format 'The Underdog'

November 1, 2023 via Deadline

YouTube's NFL Sunday Ticket Facing \$1.27 Billion in Annual Losses

October 27, 2023 via Sportico

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