

Sports & Entertainment Beat

This Week in Sports and Entertainment: Billion-Dollar Power Plays & Pop Culture Forays

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Welcome back to the Spotlight! If you stopped by last week, you might recall that I discussed Netflix and Warner Bros. coming to an agreement for Netflix to acquire the latter's content production business in a cash and debt deal valued at about \$82 billion (or about the GDP of Panama). I mentioned that deal would unquestionably be part of a year end retrospective. What I didn't anticipate was that Paramount would put forth an all cash \$108 billion (about the GDP of Oman-as in the oil-rich nation or "oh man that's a lot of money") hostile takeover offer for all of Warner Bros. Discovery. Either deal would result in massive media consolidation and fundamentally change the entertainment business. So it seems the book is not only yet to be closed on that story, but rather we've only just begun.

If I could channel the wisdom of my ancestors, like the great King Solomon, I would settle this by cutting WBD down the middle. Instead we'll just have to wait and see what shakes out-though in the spirit of the season of giving, I wouldn't be opposed to offering myself as a third buyer. Sure, I don't have nearly the funds to compete, but what's a few billion dollars amongst friends?

- Jay-Z's MarcyPen Ventures is partnering with Korean firm Hanwha to create a \$500 million fund to further fuel the K-culture boom-be it K-pop or bibimbap (the latter of which sounds like it could serve as a bass line on Jay's next single).
- With a \$1 billion investment in OpenAI's Disney is bringing 200 of its characters to the video creation platform Sora. So yeah, nothing is sacred anymore.
- The New York Jets are in the midst of a trademark fight to get trademark protection for "Gotham City Football." Fitting for their fans who are one losing season away from Arkham Asylum.

For inquiries and/or unabashed compliments, please feel free to contact me at josh.bloomgarden@foster.com or add me on [LinkedIn](#).

Endorsement Deals, Sponsorships & Investments

Jay-Z's MarcyPen Capital Partners Targets \$500M In Funding With Korean Conglomerate

December 10, 2025 via Vibe

Prince 'Starstruck' By Singer Jennifer Lopez, Hopes To Land Singer For Next Invictus Game

December 7, 2025 via International Business Times

"I Love Jeans": Sydney Sweeney Stands By Her Jeans Ad

December 6, 2025 via Salon News

Nosh Live 2025 Day One Recap: Keeping Up with Khloud

December 5, 2025 via Project Nosh

Sports

Troy Aikman Shares Why He Is Done Giving NIL Money

December 10, 2025 via Larry Brown Sports

Akron RubberDucks Sold to Emerging Sports Ownership Company

December 10, 2025 via Ideastream

Big 12's Brett Yormark Says College Athletics Needs Legislation That's Stalled in Congress

December 6, 2025 via Associated Press

Lawmakers Debate Next Steps on College Sports Legislation

December 6, 2025 via The Hill

Jets Sport Gotham City Uniforms as Trademark Fight Drags On

December 6, 2025 via Sportico

Music Biz

Beyoncé Knowles-Carter, Nicole Kidman and Venus William to Help Co-Chair 2026 Met Gala

December 10, 2025 via Women's Wear Daily

Is Compulsory Licensing for AI the Future?

December 10, 2025 via Justia

Musicians Must Embrace 'Unstoppable Force' of AI, Eurythmics' Dave Stewart Urges

December 5, 2025 via Exec Review

Film & TV

Disney to Invest \$1 Billion in OpenAI in Major Deal That Boosts Sora in Hollywood

December 11, 2025 via Hollywood Reporter

A \$108B Challenge: Paramount Forces WBD to Choose Between Cash Certainty and Netflix's Vision

December 8, 2025 via Boardroom

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