

Sports & Entertainment Beat

Sports & Entertainment Spotlight: Florida Loses as Flo Rida Wins

By Joshua Bloomgarden on 1.19.23 | Posted in Sports & Entertainment Spotlight

Welcome to the Spotlight. I must admit, dear reader, that sometimes words escape me and the task of writing weekly can feel burdensome (I know, I know—not as burdensome as reading weekly). There are certainly times when I feel like I could push a button and have it all laid out for me. Artificial intelligence (AI) and machine learning is poised to make that possible in many facets of the sports and entertainment industries. Increasingly, we may hear songs written entirely by machines (lest you rage against one) and even see play calling at sporting events driven by AI data—eerie to think that human intelligence in that regard could be rendered obsolete. So with that in mind, I need to push through the writer’s block to maintain my rightful position. With any luck, it will be years before AI figures out dad humor, but I can only hope the machines will view me as an ally in that regard. The same cannot be said of Getty Images, who just made the bold move of filing a lawsuit against AI company OpenAI alleging unauthorized scraping of data from the former’s image database. I don’t know how many among you are science fiction film buffs, but whenever artificial intelligence is challenged, things do not go well—especially if the challenger winds up under a spotlight.

- The University of Florida’s 5-star Quarterback recruit requests out of his letter of intent to join the school’s football program after his \$13 million NIL deal falls through. Gator fans can take solace in having paid him nada.
- Shifting gears from Florida to Flo Rida, a jury awarded the rapper over \$82 million in his lawsuit against the makers of Celsius brand energy drinks, arising out of its failure to pay him pursuant to a 2014 endorsement deal. This must be one of those times Flo Rida has a “good feeling.”
- Hulu’s original comedy series, *Only Murders in the Building* adds Meryl Streep to its impressive cast of beloved Hollywood actors and Martin Short.

Endorsement Sponsorship and Investments

[Retro Fitness Launches The Beat to Pump Up Member Workouts with Underground Labels & Artists](#)

January 18, 2023 via WILX-TV (Lansing, Michigan)

The rapper Flo Rida just won \$82 million after a judge decided an energy drink company breached their contract and tried to hide money

January 18, 2023 via Fortune Magazine - Headlines

Reports: UF QB commit Rashada wants release

January 18, 2023 via ESPN - News

Global sneaker marketplace The Edit LDN secures \$4.8M as demands soars with launches in US and MENA region

January 17, 2023 via Retail Times

Subcommittee OK's measure changing student-athletes' endorsement deal rules

January 17, 2023 via Florida Politics

Sport

Harris, Blitzer Buy Ripken Baseball in Cooperstown Merger

January 18, 2023 via Sportico - Business

ESPN Sued for Firing 2 Employees Who Refused COVID Vaccine

January 18, 2023 via Sportico - Law

A new Olympic sport is one you may have tried 30 years ago

January 18, 2023 via CNN Top Stories

Music Biz

Genius Brands Launches New Business Enterprise, Genius Music

January 18, 2023 via Yahoo Finance - Top Stories

Taylor Swift and the music industry's next \$20

January 17, 2023 via Verge, The

What exactly do record labels do? The essential roles of a record label in 2023

January 16, 2023 via Times of India - Top Stories

Warner Bros. Discovery (WBD) Explores Sale of Music Library

January 16, 2023 via Yahoo Finance - Top Stories

Fans Mourn Lisa Marie Presley, Daughter of the King, at Graceland

January 13, 2023 via New York Times - Global View

Film & TV

LIV Golf Series Reaches TV Deal With The CW

January 19, 2023 via New York Times

Meryl Streep Cast in 'Only Murders in the Building' Season 3

January 17, 2023 via Variety

Netflix Launches Created By Initiative Offering Script Development Deals to Underrepresented Writers

January 12, 2023 via TheWrap

Emerging Sports

'Top of the Mountain': 4-peat girls wrestling state champ paves way in emerging sport

January 16, 2023 via Kokomo Tribune

The Professional Dodgeball League Announces Its Launch

January 12, 2023 via PR.com - Press Releases

Chasing pickleball dreams in America

January 11, 2023 via ABC (Australia) Online