

Sports & Entertainment Beat

Sports & Entertainment Spotlights: NBA's Ja Morant Faces Suspension, Peacock's Emmy Awards Deal, and More!

By Joshua Bloomgarden on 6.23.23

Welcome back to the Spotlight. It's officially summertime, and the living is easy...or at least it should be (in theory) when you live in the (ahem...) spotlight. But with great star power, comes great responsibility (sidebar: I can say with certainty that this is the only time today that you read a work with a "Porgy and Bess" reference followed by a "Spider-Man" reference). That is the lesson that the NBA is seeking to impart on its All-Star player Ja Morant, handing down a 25 game suspension stemming from his flashing firearms on social media on at least two occasions (the first such occurrence leading to a 6 game suspension). Morant, whose talents have been celebrated by the league for drawing in a younger generation of basketball fans as superstars such as LeBron James age, now finds himself in a precarious position with the league and his endorsement partners. While it does not appear as if any of his contracts have been terminated, another misstep could send Morant crashing back down to earth—a cautionary tale for public figures in the age of social media, of which this year's NBA draft class would be wise to take note.

- NBC's streaming service Peacock secures naming rights for the Los Angeles theater at which the EMMY Awards are held. One may find it clever that the name denotes a place to show off and be seen, but I think that it's just fowl.
- YouTube announced that as part of its inaugural season offering NFL Sunday Ticket programming this year, each subscription will allow unlimited simultaneous streams. Cord-cutters and cat video enthusiasts alike will undoubtedly rejoice at being able to watch the Week 5 matchup between the Panthers and the Lions.
- The artificial intelligence, machine-learning music platform WAVS.AI, that made wav(e)s for streaming its AI-generated fake Drake song, "Heart on My Sleeve" has raised \$20 million. The company will use a few hundred dollars of that to buy a companion for its AI machine (a microwave oven) and the rest will fund the company's litigation costs.

- Recording Artist INFJ Kenzo signs a \$60 million debut recording agreement with an Israeli investment firm. Maybe I am getting old, but that's a falafel lot of money for someone I had not heard of until five minutes ago.
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Endorsement Deals, Sponsorships & Investments

Aaron Rodgers' Online Sports Database Aims to Crowdfund \$1.25M

June 20, 2023 via Sportico

Cheers! Celebrities Continue To Top-Up On Alcohol Brand Endorsements

June 19, 2023 via Forbes

Playmaking to dealmaking

June 16, 2023 via Charlotte Business Journal

The N.C.A.A. Wants More Money From TV. Maxing That Out Could Prove Tricky.

June 16, 2023 via New York Times

Orlando's Mojitos Ultra Lounge sued for allegedly playing music without license

June 16, 2023 via Biz Journal

Tampa Bay Lightning Selling Stake at NHL Record \$1.4B Valuation

June 15, 2023 via Sportico

PGA Tour-LIV Golf Merger Gets U.S. Antitrust Review

June 15, 2023 via Sportico

NIL Nonprofit Collectives Face Tax Law Problem: They're Not Nonprofits

June 15, 2023 via Sportico

Sports

With TikTok Under Siege, Sports Brands Game Out Their Social Strategies

June 21, 2023 via Sportico

Gordon: NBA expansion to Las Vegas could be what's next

June 20, 2023 via Las Vegas Review Journal

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Professional Shredders Shred-it® and Tony Hawk Team Up to Raise Awareness of Consumer Fraud and Identity Theft

June 20, 2023 via PR Newswire

How the Home Office made it easier for English football to sign foreign youngsters June 16, 2023 via City AM

Ja Morant suspended 25 games by the NBA after second gun incident on social media

June 16, 2023 via KUSA.com

Here's where Kansas City Royals CBD lodge came from & what's next at Kauffman Stadium

June 15, 2023 via Kansas City Star

Music Biz

ArtistVerified Outlines How Owning Digital Identity Can Re-establish Authentic Connection Between Music Artists and Fans

June 20, 2023 via nbc4i.com

Top-Ten Hitmaker INFJ Kenzo inks a \$60,000,000 Recording Contract

June 19, 2023 via EIN Presswire

Business Beyond the Game: Macklemore on Adidas Deal, NBA's Seattle Return

June 16, 2023 via Sportico

Film & TV

Superstar TV show creator Ryan Murphy is leaving his nine-figure Netflix deal to join Disney

June 20, 2023 via Daily Mail

The 'Napoleon Dynamite' Cast Is Finally Back Together. You Can Thank NFTs

June 19, 2023 via Crypto News Australia

'Batman: Brave And The Bold' To Be Directed By Andy Muschietti; Inks First-Look Deal With Warner Bros.

June 16, 2023 via Deadline

Peacock strikes naming rights deal with home of Emmy Awards in downtown Los Angeles

June 15, 2023 via ABC News