

Sports & Entertainment Beat

## **Holiday Gifting Is Here: NASCAR and Premier League Seeing Green, Tay Tay Tops Yet Another Chart, and NCAA Proposes Novel Student-Athlete Compensation Plan**

By Joshua Bloomgarden on 12.8.23 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! This past Tuesday, I was fortunate to attend sports business publication Sportico's Influence live event in New York City. Besides having the pleasure of meeting a number of interesting (dare I say "influential") attendees involved in various facets of the sports, entertainment and media business, I got to hear firsthand accounts and advice from sports executives who have adapted to the current landscape and expanded their influence through a singular attribute: authenticity. That common denominator pervaded every panel discussion, from Barstool Sports' growth through its creation of original content, to the origin story of the management group behind Travis Kelce and his banner year, to the unparalleled rise of Wrexham A.F.C. in the public's consciousness to an NBA owner's genuine love for his organization (and a tequila co-founded with other NBA owners including some guy named Michael Jordan). In this age of disinformation and misinformation, authenticity reigns supreme. In many ways, it underpins this blog, as I strive to package authentic news and insights with authentically cringe-worthy dad jokes. Now if you'd excuse me, I am going to celebrate the New York Yankees acquiring Juan Soto with a glass of a new favorite tequila (talk about being under influence!), but not without some parting gifts below.

- Perhaps unsurprisingly, Taylor Swift was named Time Magazine's Person of the Year 2023. The news left many of her ardent supporters jubilant over the news, yet flummoxed about what a "magazine" is.
- NASCAR and the English Premier League each strike media rights deals valued at approximately \$8 billion, marking just the second thing the two have in common besides flag signals.
- NCAA president Charlie Baker circulated a letter to Division I member colleges and universities, proposing the creation of "enhanced educational trust funds" that would

## Holiday Gifting Is Here: NASCAR and Premier League Seeing Green, Tay Tay Tops Yet Another Chart, and NCAA Proposes Novel Student-Athlete Compensation Plan

---

enable athletic departments to pay athletes directly (rather than athletes needing to be approached with the nudge/wink deals that have emerged in the NIL era). It's a concept so logical and reasonable that the NCAA is almost certainly going to mess it up.

---

### Endorsement Deals, Sponsorships & Investments

**The Premier League will generate \$8.45 billion over four years with its new television rights deal**

December 6, 2023 via Inside The Games Press Release

**Celebrities will endorse publishers (and get paid for it)**

December 6, 2023 via Nieman Journalism Lab

**Ed Sheeran's hot sauce and Kim Kardashian's "Kimade" : Why celeb-backed foods are the future**

December 2, 2023 via Salon News

**NASCAR revs up a nearly \$8 billion windfall in latest media rights deal**

November 30, 2023 via Biz Journal

**Mavs sale could provoke legal sports betting, casinos in Texas**

November 30, 2023 via The Real Deal

**Billionaire Steven Rales to Buy 15% of NBA's Pacers at \$3.47B Valuation**

November 30, 2023 via Sportico

---

### Sports

**Yankees get Soto in 7-player deal with Padres**

December 7, 2023 via ESPN

**NCAA Calls an Audible on Amateurism. But Is It Too Late?**

December 5, 2023 via Sportico

**Brands: It's Time To Pay Attention To Women's Sports**

December 5, 2023 via Forbes

**Has The NBA's In-Season Tournament Paid Off? These TV Ratings Suggest Yes—Probably.**

Holiday Gifting Is Here: NASCAR and Premier League Seeing Green, Tay  
Tay Tops Yet Another Chart, and NCAA Proposes Novel Student-Athlete  
Compensation Plan

---

*December 4, 2023 via Forbes*

**Florida State Playoff Snub Could Spark Longshot Legal Challenge**

*December 4, 2023 via Sportico*

**Bowl selection winners and losers: CFP selections reflect coming reality where Big Ten and SEC dominate the sport**

*December 4, 2023 via Mercury News*

**College Football's Powers That Be Just Screwed a Team Like Never Before**

*December 3, 2023 via Slate Magazine*

---

**Music Biz**

**MGM+ Acquires 'In Restless Dreams: The Music Of Paul Simon,' Alex Gibney's Two-Part Documentary On Legendary Singer-Songwriter**

*December 6, 2023 via Deadline*

**What if I Told You Podcasts Aren't Doomed?**

*December 6, 2023 via Slate Magazine*

**Hall & Oates War: Judge Extends Freeze on Sale of Oates' Business Stake**

*November 30, 2023 via Rolling Stone Magazine*

---

**Film & TV**

**Warner Bros. Discovery Inks Deal With A24 to Bring Movies Exclusively to HBO, Max**

*December 6, 2023 via Bloomberg*

**Charles Oakley Demands \$1 Million in Lawsuit Over Movies**

*December 4, 2023 via Sportico*

**AI-driven platform Play Anywhere launches game-changing partnership to reimagine interactive TV sports rights**

*December 1, 2023 via Fox News*