

Sports & Entertainment Beat

Breaking Records and Barriers: Women's Hoops, Beyoncé's Triumph, and Celebrity Moves

By Joshua Bloomgarden on 4.5.24 | Posted in Sports & Entertainment Spotlight

Suffice it to say that the Women's basketball revolution was indeed televised, as this past week 12.3 million viewers tuned in to watch Caitlin Clark's University of Iowa Hawkeyes take on Angel Reese's Louisiana State University Tigers in a rematch of last year's national championship game. This year, it was Clark who had the upper hand, powering her team to victory and on to their second consecutive Final Four appearance. Both stars, propelled into American households in no small part due to their talent and availing themselves of name, image and likeness (NIL) deals, are certain to square off again in the WNBA (endorsing rivaling chocolate and peanut butter candy bars would be a layup, too). But let's get back to the numbers. 12.3 million viewers is more than any other ESPN televised college basketball game ever, more than any other women's college basketball game ever, more than any MLB, NHL and MLS game last season and more than nearly all other NBA basketball games and College Football games last season. Oh and the average ticket price of this year's Women's Final Four is about double that of the Men's Final Four. Seems *oh so* reasonable given that media rights and pay for women's sports is in parity with men's sports...right??? (Checks notes...sighhh...) Never mind. But hey, there's no time like the present for a change!

- Beyoncé's Country Album "Cowboy Carter" spurs a rewriting of the history books, becoming the most single day streamed album in Spotify history.
- The premiere of Season 3 of Ryan Reynolds's and Rob McElhenney's "Welcome to Wrexham" is being delayed from April 18 to May 2 for reasons currently unknown. In other words, if you had plans to host a viewing party on April 18, this news wrecks 'em.
- Philadelphia 76ers All-Star Center Joel Embiid was well-received in his return to action this week, notably sporting Skechers basketball sneakers. In so doing, Embiid joins Snoop Dogg as a high profile endorsement partner. For those keeping track at home, there's two "l's" in Embiid, two "G's" in Dogg, no "T's" in Skechers and I before e, except after c.

Endorsement Deals, Sponsorships & Investments

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Music Biz

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Film & TV

WNBA 'Welcome To The W' ads look to capitalize on women's college basketball interest

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'Welcome to Wrexham' Season 3 Delayed at FX

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