

## Sports & Entertainment Spotlight

# Sports & Entertainment Spotlight: Kim Kardashian says no to Balenciaga

By Joshua Bloomgarden on 12.1.22 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! For all the controversy surrounding the selection of Qatar as the host country for the 2022 FIFA World Cup, with the island nation's scorching climate and chilly human rights record, I have been enjoying watching each of the 32 national teams playing "the beautiful game" of soccer/football/futbol (depending on who you ask). Maybe I am over-romanticizing sports, or maybe I still have "It's a Small World After All" stuck in my head, but it is something to behold witnessing two teams representing their respective nations, such as those of the United States and Iran, set aside cultural and geopolitical differences and become united by the common game. To be sure, each team wanted to win, advance to the next round of the tournament and bring glory to its respective side (tip of the hat to U.S. Midfielder Christian Pulisic, aptly nicknamed, "Captain America"), but when the final whistle sounded—regardless of color, creed or nationality--the players were reduced to their lowest common denominator and in a show of class (and humanity) U.S. players consoled their defeated Iranian counterparts on the world stage. This act of compassion was in stark contrast to the threats of the Iranian team's government, who threatened its players and their families with violence and torture if the team did not "behave" (*i.e.*, remain silent in the face of its authoritarian regime). So, regardless of how far the Americans advance in the tournament, it has been nice to see the pureness of sport in the spotlight.

Kim Kardashian finds herself in a public relations kerfuffle after luxury brand Balenciaga is panned for a controversial advertising campaign featuring children with provocatively dressed teddy bears. Ironically, Balenciaga once dressed Kardashian in a dress that completely covered her face. That (and a well-drafted corporate morals provision) could come in handy right now to extricate her from the blowback.

For the third straight year, recording artist Bad Bunny claimed the title of the most streamed artist on Spotify, clocking in at about 18 billion streams worldwide. Fair to wonder how many more he might have if he was just named "Bunny."

Drake is teaming up with Nike to design a new sneaker dedicated to his mom, inspired by their favorite childhood book. Thanks a bunch, Drizzy. Now I am going to have to do better than flowers and a card for Mother's Day this year.

## Endorsement Sponsorship and Investments

### Finance influencers on YouTube are facing anger and skepticism as crypto continues to reel with BlockFi's collapse

November 29, 2022 via *Markets Insider*

BlockFi is the latest crypto company to file for Chapter 11 bankruptcy. The news follows the downfall of FTX, which was promoted by many prominent influencers.

### Work Visas and One International College Athlete's Slam Dunk on His Name, Image, and Likeness Rights

November 29, 2022 via *JD Supra - Labor and Employment Law*

A basketball player from the Dominican Republic could be the first prospective National Collegiate Athletic Association (NCAA) athlete to secure an O-1 temporary work visa for those with "extraordinary ability" in athletics to allow him to profit from his name, image, and likeness (NIL) while in school.

### SponsorCX Secures Growth Equity Funding Led by Blueprint Equity

November 28, 2022 via *WILX-TV (Lansing, Michigan)*

SponsorCX, Inc., an industry leading SaaS sponsorship management platform announced today that it has received a growth equity investment led by Blueprint Equity.

### Some college athletes are cashing in with licensing deals, but has it really arrived in WNY?

November 25, 2022 via *Buffalo News*

Kevin Marks was a pioneer in local college sports, when the former University at Buffalo running back became one of the first athletes playing in Western New York last year to sign an endorsement deal, hoping to cash in on products using his likeness.

### Texas regulator probing celebrity endorsements of failed FTX

November 22, 2022 via *The Edge Markets - Corporate (Malaysia)*

Tampa Bay Buccaneers quarterback Tom Brady and the Golden State Warriors' Steph Curry are among the celebrities that a Texas regulator is investigating for potential securities-law violations tied to their promotions of crypto exchange FTX.

## Sport

### **Billionaire Jeffrey Skoll Buying Into Wizards, Capitals Parent**

*November 29, 2022 via Sportico - Business*

Billionaire Jeff Skoll is buying into Monumental Sports & Entertainment, the parent of the NBA's Washington Wizards and NHL's Washington Capitals.

### **Qatar 2022: The World Cup That Changed Everything**

*November 19, 2022 via New York Times*

Michel Platini was expecting a private audience with the president of France when he arrived for lunch on a cold day in November 2010.

## Music Biz

### **With 18bn streams in 2022, Bad Bunny is Spotify's most-streamed artist globally for third straight year**

*December 1, 2022 via Music Business Worldwide*

Streaming giant unveils its Spotify Wrapped feature and stats for 2022 Source

### **Drake launching new Nike sneakers dedicated to his mother and their favourite childhood book**

*November 29, 2022 via The Star*

The rapper said the sneakers were named after a children's book "Love You Forever" by Robert Munsch. Toronto rapper Drake is set to release Nike sneakers dedicated to his mother next month.

### **From the Supreme Court to Kim Kardashian: What happened to Balenciaga?**

*November 29, 2022 via The Independent - News*

Balenciaga has faced major backlash after a recent ad campaign featuring children posing with teddy bears dressed in bondage gear was condemned by celebrities and the fashion industry alike.

### **'The Job Is Going to Die': Songwriters Say More Change Is Needed to Survive in the Music Industry**

*November 28, 2022 via Greenwich Time.com*

While a recent ruling from a little-known copyright judge panel has songwriters cautiously optimistic, much more is needed, songwriters say Ethan Millman provided by Lauren Christy has had a hand in some of the biggest hits of the past 20 years.

### **Irene Cara, singer who hit stardom with 'Fame' and 'Flashdance,' dies at 63**

*November 27, 2022 via New Hampshire Union Leader*

Irene Cara, a child actress who later belted out 1980s anthems of joyful creativity and freedom with the title songs for “Fame” and “Flashdance,” but then battled for royalties in a legal fight that sidetracked her career at its peak, died Nov. 26 at her home in Largo, Fla.

### **How TikTok and the music industry are bound to each other as 'frenemies,' even as they battle over licensing**

*November 17, 2022 via Markets Insider*

TikTok has emerged as a key promotional tool for record labels and publishers. The app's future also relies on its ability to maintain access to song catalogs from rights holders.

## **Film & TV**

### **'Dune' film producer Legendary moves distribution deal to Sony from Warner Bros.**

*November 28, 2022 via Los Angeles Times*

Legendary Entertainment has signed a new multiyear worldwide distribution deal with Sony Pictures, moving away from its longtime partner Warner Bros.

### **DAZN acquires non-exclusive global rights to Prime Time Wrestling**

*November 28, 2022 via Sport Business*

A microphone of the DAZN TV in pictured on September 13, 2021 in Bologna, Italy. Subscription OTT broadcaster DAZN has agreed a non-exclusive media rights deal with Poland's Kingpin Prime Time Wrestling (PTW) to broadcast primetime wrestling events globally ...

### **Tyler Perry Studios Enters Rare Deal With Deniese Davis' Reform Media Group To Add Diversity to TV, Film Industry**

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*November 22, 2022 via Yahoo Finance - Top Stories*

Partnerships with Tyler Perry Studios don't come often, but for this accomplished producer, one woman landed a coveted spot with the acclaimed company.

### **Germany Sports Broadcasting Media (Television And Telecommunications) Market Landscape Report 2022: IPTV Subscriptions Will Grow From 7.8 Million In 2021 To 8.4 Million By 2026**

*November 18, 2022 via MENAFN*

The 'germany sports broadcasting media (television and telecommunications) market landscape' report has been added to ResearchAndMarkets.com's offering.

## Emerging Sports

### **TOD Introduces 'Daily Passes' Offering Unlimited Sports Streaming For 24 Hours**

*November 28, 2022 via MENAFN*

The Peninsula Doha: Owing to popular demand, TOD, the emerging sports and entertainment streaming app for the MENA region, has come up with an innovative one-day access pass to all of its premium and exclusive sports hosted on the platform.

### **Hudson Bay Capital Management LP Has \$6.78 Million Stock Holdings in Sports Ventures Acquisition Corp. (NASDAQ:AKIC)**

*November 26, 2022 via Lincolnian Online*

Hudson Bay Capital Management LP raised its stake in shares of Sports Ventures Acquisition Corp. (NASDAQ:AKIC – Get Rating) by 28.0% during the 2nd quarter, according to the company in its most recent Form 13F filing with the Securities & Exchange Commission. ...