

Sports & Entertainment Spotlight

The Spotlight Turns Five

By Joshua Bloomgarden on 3.6.26

Welcome back to the Spotlight! I am not sure what's more amazing – that today marks exactly five years since the Spotlight's inception or that I have not been shut down yet. Whatever the answer, the amazement pales in comparison to my bemusement that it appears you all forgot once again. According to my sources (Ask Jeeves), the traditional gift for a five-year anniversary is wood. Instead, it appears to be would—as in I would have appreciated a card, flowers, balloons—something to commemorate the occasion. Nevertheless, I will do as I have done for the past five years in this one-sided relationship and bring you this week's sports and entertainment industry tidbits. In honor of 5 years, I'll even highlight 5 headlines below.

- Musician Charlie Puth joins “ethical” AI-powered music platform Moises as Chief Music Officer, emphasizing that artificial intelligence should not be viewed as a replacement to musicians but rather a useful tool to aid in the creative process. He may just be on to something, after all, without AI, he'd just be Chrle.
- Ben Affleck and Matt Damon's studio, Artists Equity expands its relationship with Netflix, striking a first-look production and distribution agreement, effectively telling a competing streaming service, “how do you like them apples?”
- Ryan Reynolds and Rob McElhenney are looking to duplicate their Wrexham success in Colombia with Colombian soccer club La Equidad. It will be no easy task for two of the hardest working guys in the business, but fortunately they'll be able fuel their engines with kilos of Colombian co...ffee.
- Seeking a place at which to kick it during the World Cup (or the NFL postseason), Dallas Cowboys kicker Brandon Aubrey invests in Dallas area soccer entertainment concept TOCA Social.
- The Mississippi Legislature passes a bill that would make NIL income exempt from state taxes to decrease the difference what college athletes think they will receive and what

they actually get to take home. Savvy move to attract talent by a state that knows a thing or two about deltas.

Endorsement Deals, Sponsorships & Investments

[LOVB Lands Its First Lifestyle Brand Partner With Dagne Dover](#)

March 6, 2026 via YSBR

[Dundon Sells Share of Hurricanes at \\$2.66B](#)

March 6, 2026 via WRAL

[Wisconsin NIL Bill Has Sweeping Public Records Exception Beyond NIL](#)

March 5, 2026 via Yahoo!

[Marc Lasry Invests in NWSL's NC Courage at \\$155M Valuation](#)

March 4, 2026 via Sportico

[TOCA Social Launches Friday at Grandscape With Brandon Aubrey as an Investor](#)

March 3, 2026 via Dallas Innovates

[Mississippi House of Representatives Passes Bill to Make NIL Earnings Non-Taxable](#)

March 3, 2026 via NBC Sports

[NWSL's Dash Relaunch Sale Process After Last Year's Talks Fell Apart](#)

March 2, 2026 via Yahoo!

[From Millions to Billions: Celebrity Brands Aren't 'Rare' Anymore](#)

March 2, 2026 via The Daily Trojan

Sports

[Ryan Reynolds and Rob Mac Are Trying to Build Wrexham 2.0 in Colombia](#)

March 5, 2026 via Front Office Sports

[Range Sports Signs Women's Flag Football Star Kiona Westerlund](#)

March 5, 2026 via Sports Business Journal

[Mick Cronin Urges Allowing Schools to Exceed the \\$20.5M Revenue-Sharing Cap to Retain Players](#)

March 4, 2026 via Lancaster Online

[Formula 1 Is About To Get a Lot More American](#)

March 3, 2026 via Reason

[No End in Sight for Eligibility, Contract Battles in College Sports](#)

March 1, 2026 via MyNorthwest

[Charles Leclerc Just Got Married In Monaco And The Video He Never Wanted Anyone To See Is Already Going Viral](#)

February 28, 2026 via ArtVoice

[Who is on Trump's College Sports Roundtable? List Heavy on Florida](#)

February 27, 2026 via Daily Commercial

Music Biz

[Charlie Puth Gets a New Job as Chief Music Officer at Moises](#)

March 5, 2026 via MusicAlly

[Justin Timberlake Sues to Block Release of Police Video from 2024 Drunken Driving Arrest in New York](#)

March 3, 2026 via Associated Press

Film & TV

[TNT Sports Acquires FIBA World Cup Rights](#)

March 5, 2026 via Awful Announcing

[Netflix Acquires Ben Affleck's AI Film-Tech Firm](#)

March 5, 2026 via Economic Times

[Artists Equity Inks Streaming Pact With Netflix](#)

March 3, 2026 via Hollywood Reporter

[HBO Max, Paramount+ Set to be Combined into One Streaming Service After Hollywood Merger](#)

March 2, 2026 via New York Post