

Luke Fedlam Interviewed by ABC-6 Columbus on NIL Deals for Female Athletes

Media Mention

ABC-6

April 22, 2024

Luke Fedlam was interviewed by ABC-6 in Columbus on NIL deals for female athletes.

"There is a significant discrepancy when it comes to the WNBA and the NBA, but we have to understand where that comes from. There is a significant amount of media dollars that go into the NBA vs. the WNBA. Women's basketball is so hot right now so as you can imagine, as things continue to grow, the next media deal that the WNBA gets is going to be significant. But it is shocking when you first see just numbers comparing the two leagues."

You can read the full article on the ABC-6 website.

PROFESSIONALS

Luke A. Fedlam
Partner

RELATED SERVICES

Entertainment, Sports &
Media