



# The Latest from SFIA

November 15, 2023



## State of Play 2023 Report on Trends in Youth Sports Available

projectplay.org - Nearly four years removed from the start of the COVID-19 pandemic, children are playing team sports less...

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## Save the Date: Team Sports Conference - April 15-16, 2024

sfia.org - Hosted along with NFHS and the NCAA, this conference will bring together key organizations and governing...

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## Report: October Promos Did Little to Boost Retail Sales as Consumers Focus on Value

sgbonline.com - U.S. retail sales revenue, including discretionary general merchandise and...

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## NRF Economist: Holiday Sales Will Have a 'Whole New Set of Dynamics'

sgbonline.com - Every retail holiday season since the pandemic has been unique, which is the case again this year...

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## NWSL Championship Game Pulls in 817k Viewers on CBS

sportspromedia.com - NJ/NY Gotham FC's 2-1 win over OL Reign in the 2023 NWSL...

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## EXEC: Study Finds Team Sports Participation Trails Pre-Pandemic Level

sgbonline.org - According to the Aspen Institute's recently released State of Play 2023...

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## Tennis Channel, Carvana Professional Pickleball Association Launch Television Network Dedicated to Pickleball

tennis.com - Pickleballtv (PBTv) to carry top live tour and team events, player features...

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## NIKE Announces Leadership Changes to Accelerate the Future of Sport

businesswire.com - Nike announced leadership changes today that will continue to build...

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## AVP Announces Professional Beach Volleyball League

businesswire.com - Beginning in September 2024, shortly after the 2024 Summer Olympics, the

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## NBA In-Season Tournament Gains Viewers in Second Week

frontofficesports.com - Friday's 122-119 victory for the Los Angeles Lakers over the Phoenix...

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## Can Specialty Run Handle More Competition? Is the 'Super Shoe' Here to Stay? + More Burning Questions for the Running Mark

footwearnews.com - The running market continues to be the hot spot in athletic footwear...

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## With Emma Hayes' Record-Breaking Salary, U.S. Soccer Puts its Money Where its Mouth is

sports.yahoo.com - U.S. Soccer confirmed Tuesday that Emma Hayes, the longtime boss at...

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## Ruling Grants Oregon State, Washington State Full Control of Pac-12

espn.com - A state judge in Washington granted Oregon State and Washington State sole...

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## ESPN Off to Best Monday Night Football Start Ever

frontofficesports.com - ESPN reaches record 101M viewers through the midpoint of the...

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## How Personal Trainers Should Use AI Tools Like ChatGPT

athletechnews.com - Personal trainers can use artificial intelligence to streamline...

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## NRF and CNBC Develop New Retail Monitor; Report October Trends

espn.com - The National Retail Federation and CNBC have launched their new monthly...

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## Netflix Reportedly Interested in NBA In-Season Tournament Rights

frontofficesports.com - Netflix makes its live sports debut Tuesday in Las Vegas, and...

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## Everything to Know About the NWSL's US\$240m TV Deal and What it Means For Women's Soccer

sportspromedia.com - CBS, ESPN, Amazon and Scripps have secured rights to the NWSL for...

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