

March 19, 2025

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Current Industry News



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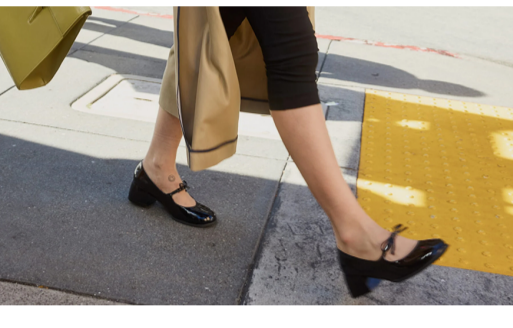
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How Wilson Became One of the Biggest Brands in Sports

frontofficesports.com - Wilson Sporting Goods has one of the most surprising origin stories in...

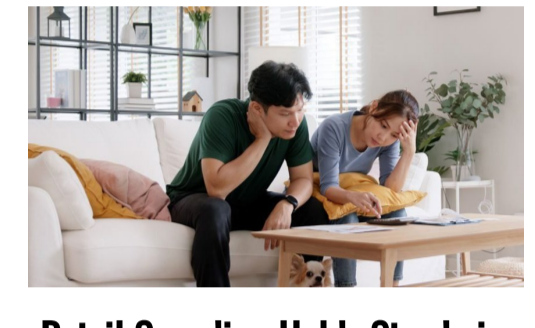
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Report: Online Resale is Expected to Reach \$40 Billion by 2029

sgbonline.com - ThredUp has reported the findings from its 2025 Resale Report, conducted...

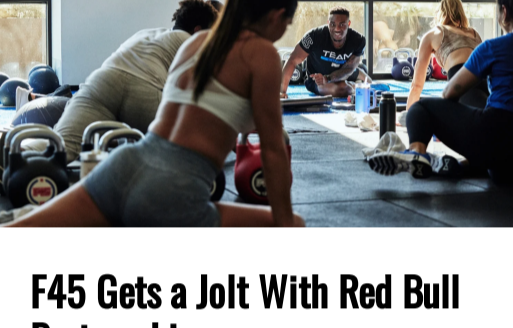
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Retail Spending Holds Steady in February Amid Short-Term Interruptions

circana.com - U.S. consumers demonstrated their uncertainty through weekly ups and downs...

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F45 Gets a Jolt With Red Bull Partnership

athletechnews.com - F45 Training and Red Bull have launched a multi-year global...

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Puma Inks Premier League Official Ball Deal

sgbonline.com - Puma is reporting that it has signed an official agreement with the...

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SBJ Media: ESPN Seeing No Slowdown for Women's March Madness Advertising

sportsbusinessjournal.com - Post-Caitlin, advertisers are still flocking to ESPN for spots during...

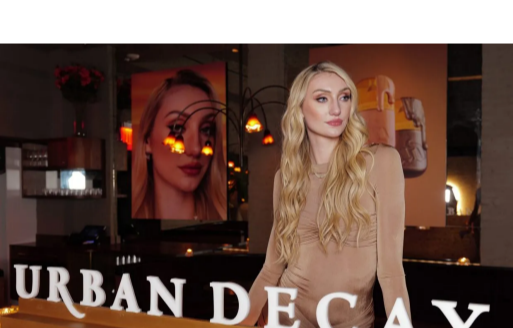
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Boutique Fitness Is Reshaping — Can Studios Keep Up?

athletechnews.com - The boutique fitness industry is changing at a fast pace...

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Women's Sports TV Spend Doubles as Marketers Dish Out \$244.4M

sportico.com - After elbowing its way into the thick of the pop-culture conversation, women's...

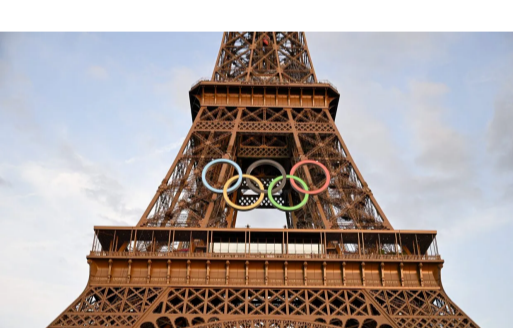
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Deloitte Shares Insights into Surging Revenue in Women's Sports

thegistsports.com - Yesterday, Deloitte shared key insights into why the women's game is...

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Olympics, Comcast Sign Four-Year, \$3 Billion U.S. Rights Extension

sportico.com - Comcast and the International Olympic Committee announced the Olympic Games...

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How NFL Next Gen Stats and AWS are Modernizing NFL Scouting Combine Analysis

frontofficesports.com - In the early days of the NFL Scouting Combine, evaluation was a...

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McIlroy Boosts Players Championship TV Ratings Despite Weather Delay

frontofficesports.com - Rory McIlroy's star power was on display at the Players...

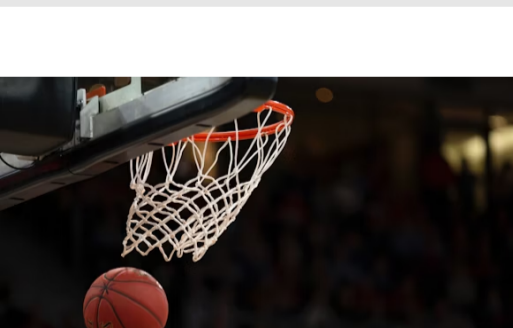
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NBC Follows Olympics Renewal with USA Track and Field Rights Extension

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Six Things Colleges Need to Know About the \$2.8 Billion NCAA Settlement

athleticbusiness.com - While basketball fans will be focused on what takes place on the court...

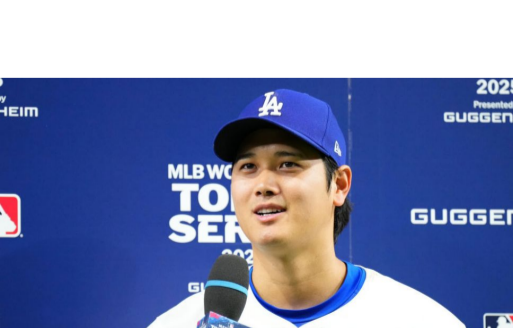
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The 'Groundswell' and Momentum' Behind New Women's Pro Sports Venues

frontofficesports.com - The growth signs for women's pro sports are everywhere: Record...

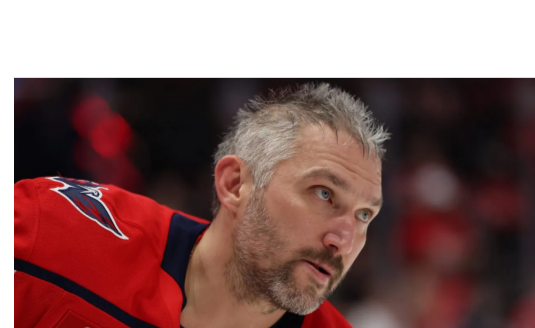
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MLB Sees "Opportunity" to Bundle Domestic and International TV Rights from 2028

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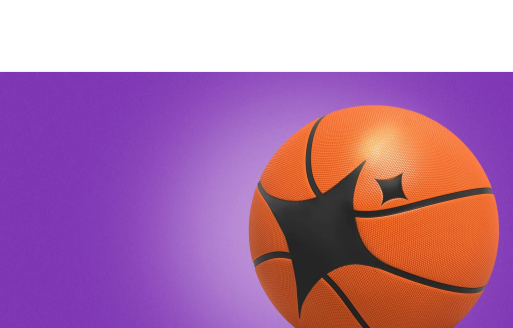
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Ovechkin's Chase of Gretzky Prime Opportunity for Capital's Sponsors

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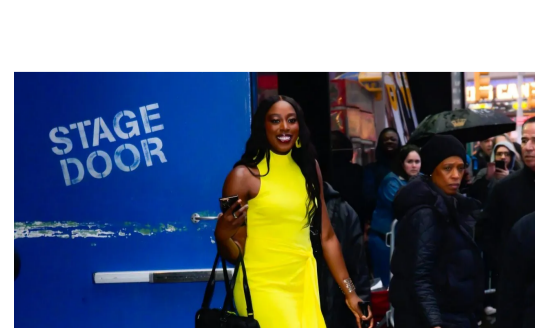
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Chiney Ogwumike Launches Women-Focused Production Company

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