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Current Industry News



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sgbonline.com - Nearly three-quarters of consumers who plan to shop for back-to-school...

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sportsbusinessjournal.com - Following the approval of the House settlement, the ensuing...

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Study Highlights Opportunities for Brands Supporting Women's Sports

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As Senate Tosses PHIT Act, HFA Calls for Fitness Industry Action

athletechnews.com - The fitness industry's top trade organization is calling for collective action after...

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U.S. Consumer Confidence Worsens in June

sgbonline.com - U.S. consumer confidence unexpectedly declined in June, underscoring...

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sportspro.com - The deciding Game 7 in the 2025 NBA Finals between the Oklahoma City...

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Gen Zs Getting Gains With AI, but Boomers Just Aren't Buying It

athletechnews.com - ABC Fitness' latest report reveals a rise in AI adoption led by Gen Z...

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ESPN Takes Minority Stake in Premier Lacrosse League

axios.com - ESPN has renewed its media rights deal with Premier Lacrosse League, and also made...

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Streaming Topples Trad TV for the First Time as Cable Usage Slumps

sportico.com - For the first time since Nielsen began keeping track of the tug-of-war between...

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NCAA D-I Council Proposes Allowing Athletes, Coaches to Bet on Pro Sports

athleticbusiness.com - The Division I Council introduced a proposal that, if adopted in...

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Survey: Footwear Execs Expect DD Jump in Landed Cost in H2; See Tariff Pass-Through

sgbonline.com - The Footwear Distributors and Retailers of America released the results of...

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Former MLB CFO On What's Driving Team Valuations and Ownership Trends

frontofficesports.com - This week's Portfolio Players features Jonathan Mariner, former Chief...

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NHL Examining Approach to International, All-Star Events Following 4 Nations

sportsbusinessjournal.com - The NHL and NHLPA struck gold this season with the creation of...

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Documents Indicate NFL Encouraged Team Owners to Limit Player Contract Guarantees

athletechnews.com - According to a 61-page document obtained by podcaster Pablo Torre, the...

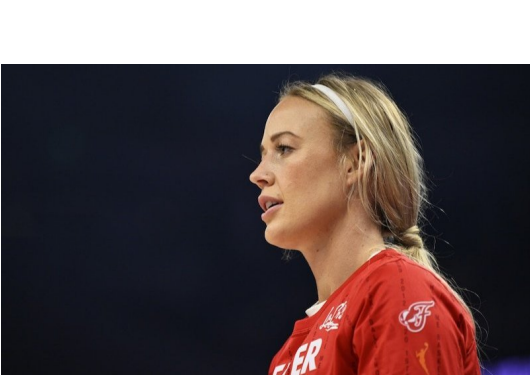
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Coastal Carolina Calls on NCAA to Review Umpire Training After CWS Ejections

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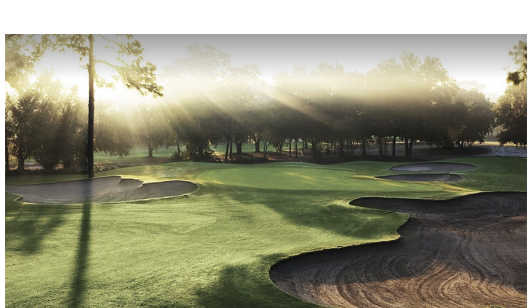
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Fever's Sophie Cunningham Calls for Higher Player Salaries in New CBA Amid WNBA Growth

bleacherreport.com - With CBA negotiations between the WNBA and the league's player...

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Survey: Golf Getaways and Digital Engagement Key Focus for the Average U.S. Golfer

sgbonline.com - Troon, headquartered in Scottsdale, AZ, and the largest golf and golf...

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NCAA Men's Wrestling Rules Changes Effective with the 2025-26 Season

ncaa.org - The NCAA Men's Wrestling Rules Committee and Playing Rules Oversight Panel...

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