

Podcasts | February 7, 2024

2024 NIL Predictions

Highway to NIL Podcast

SPEAKERS

[Howard J. Shire](#) | [Callan G. Stein](#) | [Patrick Zancolli](#)

The *Highway to NIL Podcast* analyzes the legal landscape concerning college athletics and the regulation of name, image, and likeness (NIL) rights of student athletes. The podcast provides key insights into the current state of affairs, focusing on the NIL guidance and policies coming directly from the NCAA; the various passed and amended state NIL laws; and NIL enforcement, including how the NCAA, state attorneys general, and other regulators may investigate and punish schools for NIL violations.

In this installment, Troutman Pepper attorneys Cal Stein, Howard Shire, and Patrick Zancolli discuss their 2024 NIL predictions.

Specific topics include:

- Prediction #1: NIL enforcement will be on the rise in 2024 (2:16);
- Prediction #2: Student athletes will continue to use the transfer portal to maximize their value (5:50);
- Prediction #3: Federal NIL legislation will have to wait at least one more year (9:56);
- Prediction #4: The U.S. Supreme Court will address student-athlete employment by schools (12:33); and
- Prediction #5: The NCAA will continue to focus on reigning in collectives and boosters (16:33).

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