

Wildest Dreams: NIL Experts Make Predictions for 2024

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Looking back, 2023 proved to be yet another important year for the landscape of college sports and name, image, and likeness (NIL). As we look ahead to 2024, it's imperative for higher education stakeholders to consider how the landscape will evolve further. Here, we delve into the future of NIL in 2024 and offer some predictions and insights that could define this year of college sports.

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