



# Daily NIL Briefing - Feb. 3rd, 2025

## *Service Providers*

- [State Farm's](#) Super Bowl Pullout Part of Shrinking Industry Spend - Sportico
- Fubo's Hulu Coup Leads [Sports Stocks'](#) 9% Surge to Start Year - Sportico
- Liberty Flames Elevate Athletics with [Teamworks](#) General Manager Platform through ELITE Partnership - Teamworks
- Large Crowdsourcing [Platform](#) Rewarding Ohio State Athletes in Major Way - Sports Illustrated