

May 17 State Of The Sports Agent Industry

By Darren Heitner | Headline, Sports Business 3 Comments and 0



It was not all that long ago that IMG was known for its Client Management division, which included many talented athletes not named Tiger Woods. Jonathan Blue was focused on investing in non-sports businesses and Creative Artists Agency (CAA) was known as one of the best Entertainment agencies in the world. Today, IMG only manages athletes in individual sports (i.e. tennis and golf), while Blue Entertainment Sports Television (BEST) and CAA are two of the largest athlete representation firms in existence. CAA represents LeBron James, Peyton Manning, and Ryan Howard. BEST represents John Wall, Reggie Bush, and Chris Johnson. While CAA has a slightly better roster of talent at the moment, BEST may make a push to take over the top spot. Lagardere Unlimited, a large French talent-management company, is expected to buy BEST in the near future, which may create a new World War between mega worldwide sports and entertainment agencies.

Meanwhile, Casey Wasserman's Wasserman Media Group (WMG), is taking notice, but it is doubtful that the company fears the change in the sports agency landscape. Year after year, WMG's Arn Tellem defies all odds by continuing to manage clients in the double digits in both basketball and baseball, while finding the time to serve on the Board of Directors for a couple of basketball-related philanthropic events and also write a weekly column for the Huffington Post.

WMG does not represent football players. CAA, through Tom Condon and Ben Dogra have the most successful football agency, and it is only a division of a larger agency. It is very rare for an agency to involve itself in another sport in conjunction with a practice in football. CAA does it, as does BEST, Octagon, and Mark Bartelstein's Priority Sports, but Drew Rosenhaus and David Dunn of Athletes First are not venturing outside of football any time soon (although Dunn does represent some coaches).

What can be concluded?

1. It is very difficult to manage athletes in more than one sport, especially when the agency has a football division.
2. WMG and Arn Tellem will survive no matter how much other companies grow through acquisitions.
3. CAA's utter dominance may be threatened.

Roughly a year ago, I suggested that CAA's dominance may be threatened by a merger. At that point in time, I made that assumption based on the merger of Endeavor and William Morris Agency. I presumed that the new mega-agency would develop a sports practice to rival CAA. Fortunately for CAA and the rest of the industry, that new practice never took shape. Instead of WME, CAA needs to take note of the potential buy out of BEST by Lagardere.

Like Send Sign Up to see what your friends like.

Recommended for you



Interview With The Agent: Leigh Steinberg



CAA Creates New Venture Capital Fund; Seeks \$20 Million



Morgan Advisory Group (MAG) Is An Agency To Watch

Recommended for you across the web



Like 1,292 people like this. Sign Up to see what your friends like.

+1 0 Recommend on Google

Follow @SportsAgentBlog 5,136 followers

Enter your email Subscribe

RSS Feed LinkedIn Google F

Show me the Facebook page. >

Follow @DarrenHeitner 9,935 followers

SAB Features

Official Sports Agents Twitter List
 SAB's "Shabbat Shalom: Friday Wrap-Up"
 SAB's Book Reviews
 Athlete Agent Laws in the U.S.

Archives

Select Month

SPORTS MARKETING MEDIA

Bachelor's Degree Online

Learn Sports Business • Content Creation Sports Marketing • Media Technology

FULL SAIL UNIVERSITY. GET INFO

PSG PRO SPORTS GROUP

BECOME A SPORTS AGENT TODAY!

Football Tryouts, Athletes, and Directories

RECEIVE INFORMATION FROM THE LEADER

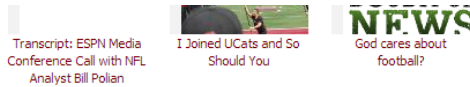
Sports Speakers Bureau - Athlete Promotions See Games at Slot Machines Explorer Sports Speakers

983 readers BY FEEDBURNER

Share: f t in +1

Share: f t in +1

Share: f t in +1



What is this?



Related posts:

1. An Industry Of Conglomerates
2. Breaking into the Industry: 10 Questions with an Aspiring Agent who already has
3. Sport Agency Power Rankings
4. Sports & Entertainment?
5. NYC's Sports Forums Provide The Perfect Opportunity To Break Into The Industry

Share:



3 comments



Best Community

Share Settings

Anthony Lockhart · 3 years ago
 That is true, but between all three football gives you the opportunity to grab more clientel and therefore with the huge signing bonuses be able to achieve the huge commisions that MLB and NBA agents have.
 0 ^ | v · Reply · Share >

Trevor Silver · 3 years ago
 It's my understanding that Athletes First represents about a dozen baseball players, which includes big leager Nick Hundley as well as some top prospects. Just based on the finances, it would seem that representing baseball or basketball players is a lot more lucrative than football players
 0 ^ | v · Reply · Share >

Darren Heitner Mod · 3 years ago
 One thing that should not get lost is that IMG is still a great force in the sports industry. While the company may no longer represent baseball, basketball, and football players in their contractual negotiations with teams, the company is a powerhouse when it comes to representing some of the best players in those sports for marketing and branding purposes.
 0 ^ | v · Reply · Share >

ALSO ON SPORTS AGENT BLOG

What's this?

The Players And Agents In Bloomberg's Power 100

3 comments · 16 days ago

BaldwinP — Interesting.Where did Dwight Howard fall to? For obvious reasons I'm assuming he fell despite moving to the ...

Second Annual Virginia Sports Law Symposium

1 comment · a month ago

jarrysweatt@yahoo.com — What all do to become a Sports agent.

Comment feed Subscribe via email



[Return to top of page](#)

Advertising represented by USA Today Sports Media Group. Copyright 2013 [Log in](#)

