

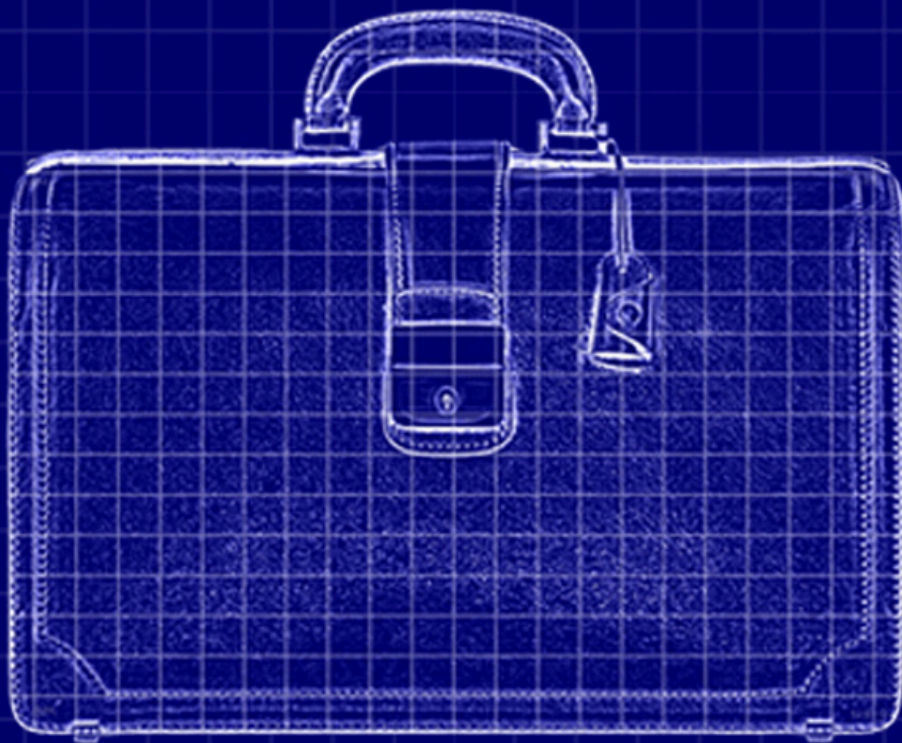
Vol. 1

2025

# The Blueprint

## PESTLE PROJECT

DECEMBER 2024 - JULY 2025



### In this issue:

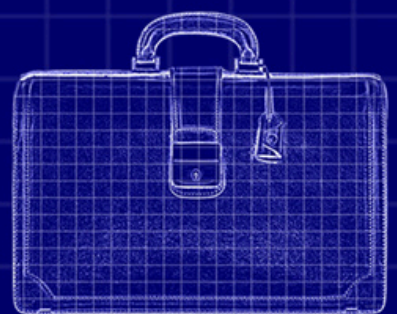
- NCAA Ruling: Are Athletics Truly Free Now
- UK Government Debating Caps to Social Media for Kids
- AI and the UK Creative Industry

FOLLOW US



# The Blueprint

**SOCIAL**





# Green Light for a New Era: Is True Athlete Freedom Finally Here?

*Abdifatah Mahamed*

## Introduction

On June 6th, U.S. District Judge Claudia Wilken approved the landmark *House v. NCAA* settlement, promising nearly \$2.8 billion in damages to former and current Division I athletes and allowing schools to directly pay their athletes from July 1, a monumental shift in college sports. Despite the apparent success, a deeper look reveals a complex structure that substitutes NCAA (National Collegiate Athletic Association) amateurism for private oversight. Critical voices worry that the promise of genuine athlete autonomy may be undermined by outsourced oversight systems: NIL Go, managed by Deloitte, and a mysterious enforcement LLC. This article examines the real winners, the hidden pitfalls, and whether the athletes' voices are truly heard.

## Summary of Key Developments

The settlement includes two major funds: \$1.976 billion for NIL (Name, Image and Likeness)-related damages, and \$600 million compensating for lost athletic pay-for-play opportunities. Schools that opt in may share up to 22% of their athletic revenue, estimated at \$20–21 million per school in 2025–26, rising to \$33 million in a decade. In tandem, all NIL deals exceeding \$600 must be routed through NIL Go, a portal operated by Deloitte (through its Canadian partner, Deote), which audits deals using a 12-factor “fair market value” test. If an agreement is flagged, the athlete or school can appeal in arbitration, but under the settlement’s structure. Oversight of the new revenue-sharing system and NIL compliance will be enforced by the newly formed College Sports Commission (CSC), a separate entity established by the Power Five conferences, with CEO Bryan Seeley at the helm. Behind the scenes lurks a currently anonymous “enforcement LLC” armed to sanction violations but shrouded in mystery, raising concerns about transparency and athlete recourse.





## **Analysis of Key Developments**

### Geographical Reach

Although the settlement directly involves only NCAA Division I members, all Division I institutions may choose to extend the new system nationwide. However, many schools outside the Power Five will likely opt out due to complexity or cost.



### **Strengths**

Revenue sharing finally connects compensation to athlete-generated revenue. Centralising NIL oversight via Deloitte may discourage booster-driven pay-for-play deals, but the arbitration structure will allow athletes to challenge them.

### **Weaknesses**

The obscure enforcement of the LLC could penalise athletes or schools without clear standards. Athletes risk undervaluation by Deloitte market benchmarks, limiting their earning potential. Reports indicate that up to 70% of previous deals would be rejected. Already, administrators have squeezed deals in before June 7 to escape NIL Go scrutiny. Such as basketball star Boogie Fland's transfer from the University of Arkansas to the University of Florida.



### **Have the Issues Been Remedied?**

It is currently undecided. While grandparenting provisions protect currently rostered athletes, many still fear roster cuts, reduced scholarships in lesser sports, and diminished earnings. Walk-on athletes may continue to be sidelined.

### **Examples from Other Jurisdictions.**

In Australia and certain parts of Europe, similar reforms, such as player revenue sharing funds, have had mixed results due to inflexible oversight and undervaluation, often prompting backlash from athletes and coaches alike.

### **Legislative Reach and Retained Law**

The NCAA continues lobbying Congress for legislation to define athlete status and secure antitrust immunity properly. However, Title IX and FLSA questions remain unresolved, and there is potential for future litigation regarding gender equity and employee classification.



## **Conclusion**

The House v. NCAA settlement marks undeniable progress. It injects real compensation mechanisms and introduces modern oversight systems. Control has been shifted from the NCAA to private consolidators like Deloitte, the CSC, and a shadowy LLC rather than relinquished. The future will test whether these systems evolve toward true fairness or become another polished façade protecting institutional interests. The question, however, remains: can true athlete empowerment emerge if they remain sidelined in governing these new power structures?



# UK Government Considers Social Media App Caps for Children

*Amiyre Rose White*

## Introduction

Over the past month, the UK government has been considering new measures to better protect children on social media. With harmful content becoming increasingly accessible on platforms that are supposed to be safe, many see this as a step in the right direction. While the government claims to be focused on children's safety and development, concerns remain about how these proposals will be implemented and whether they will be effective in the long run.

## Summary of Key Developments

As part of the potential changes, Technology Secretary Peter Kyle is exploring restrictions such as a two-hour daily limit on social media use for those under 18 and a 10 pm curfew, according to the BBC. Kyle stated that he wants to tackle features of social media that "prevent healthy activity" and to encourage healthier habits among young people. He acknowledged that some harmful content has already been removed from platforms, but made it clear that, from July, tech companies will be expected to actively promote child-friendly content. Those who fail to do so could face criminal sanctions.

## Analysis of Key Developments

There is growing pressure on the government from several sides. England's Children's Commissioner has called for stronger protections for young users, and online safety campaigner Ian Russell has criticised the government for delaying legislation, claiming this has left children more vulnerable. Schools are also reviewing smartphone bans, although many already have such policies in place, with limited results. These proposals show that the government is at least attempting to address public concern. The focus on the impact of addictive social media apps on young people is a positive step. However, the key question is how effective any of this will be.



Even if these rules are passed, a significant amount of responsibility will still fall on parents, many of whom may not feel equipped to monitor their children's online activity.

Another challenge lies in the proposed criminal sanctions for tech companies. Major platforms like TikTok, Instagram, and Snapchat are based in the United States, making enforcement across borders complicated. As seen during Donald Trump's administration, the US has often resisted foreign governments' attempts to regulate its technology firms. Any attempt by the UK to impose sanctions could lead to drawn-out legal processes through international courts, further delaying action. At present, there is no clear solution. Kyle has expressed frustration with the Online Safety Act 2023, but there has been no commitment to amending the legislation. Meanwhile, other countries have taken stronger steps. For example, China introduced strict rules in 2021, limiting gaming for individuals under 18 to one hour on certain days, replacing earlier, more lenient restrictions. This kind of firm action is what many UK parents are now hoping for.

### **Conclusion**

While the government's intentions are clear, people are still waiting for meaningful change. Without proper enforcement, detailed plans, and international cooperation, these proposals may not go far enough. Until stronger action is taken, children's safety online will remain a growing concern.





# AI and the UK Creative Industry: Innovation at a Cost

*Amiyre Rose White*

## Introduction

The emergence of artificial intelligence has been nothing short of transformative, bringing rapid advancements to technology and propelling society into a more sophisticated digital era. Yet alongside these developments, serious concerns are being raised, particularly within the United Kingdom's entertainment industry.

## Summary of Key Developments

In a recent report, the British Film Institute (BFI) identified AI as a direct threat to the UK screen sector. While it offers opportunities such as cost savings and production efficiency, it also presents significant risks. AI is now capable of replicating a wide range of creative and technical roles with startling speed, raising concerns over copyright infringement, economic harm, and the erosion of creative control.

One of the most urgent concerns is the unauthorised use of intellectual property to train AI models. Rights holders are increasingly alarmed that their work is being used without consent or compensation to generate supposedly original content. A study by CISAC predicts a 21 per cent drop in audiovisual revenues over the next three years, underscoring the real-world consequences for creative professionals and the broader industry.

## Analysis of Key Developments

At present, the UK operates under an opt-out model, which allows AI developers to access copyrighted works unless creators explicitly object. Leaders at the BBC and Sky have criticised this framework, warning that smaller companies often lack the legal and financial resources to protect their work. In response, there are now discussions about shifting to an opt-in approach, which would require developers to obtain explicit permission and licensing agreements before using protected material.





AI's influence is already visible. In the upcoming film *The Brutalist*, AI was utilised to generate authentic Hungarian dialogue, with the assistance of the Ukrainian firm Respeecher. While this illustrates the potential for technological collaboration, it also raises questions about transparency, ethics, and eligibility for awards such as the Oscars.

From scriptwriting to de-ageing actors and enhancing visual effects, AI can support every stage of production. For independent creators and low-budget productions, this offers access to tools that were once out of reach. However, these benefits come with the risk of job displacement and a declining need for roles such as translators, editors, and voice actors. The BFI has already emphasised the importance of equipping workers with AI knowledge to remain adaptable.

International responses offer some direction. In the United States, unions, including the WGA and SAG-AFTRA, reached a collective bargaining agreement to regulate AI use in creative industries and safeguard workers' rights. The United Kingdom has yet to implement any similar agreement, creating a significant policy lacuna.

As global players, including Chinese manufacturers like TCL, begin embedding AI-generated content into consumer platforms, the UK must respond with strategic planning. Without sufficient infrastructure and policy reform, British companies may struggle to compete. The continued expansion of AI could erode income, displace workers, and ultimately undermine the integrity and value of human creativity.

## **Conclusion**

To protect the future of the UK creative industry, urgent action is needed. Transparency, regulation, and inclusion must be prioritised as AI continues to reshape the entertainment landscape.

# The Blueprint

**END OF GUIDE**

