

January 2026

SME in the News

Recent headlines show the attention economy in motion: streaming is scaling live sports and premium entertainment, while prediction markets are expanding how fans participate beyond the screen.



Streaming Continues to Capture Scale Across Sports and Entertainment

Streaming platforms are increasingly proving their ability to deliver mass audiences across both live sports and premium entertainment, reinforcing their central role in the evolving media ecosystem.

- **Advertiser Demand Reinforces NBC's February Sports Strategy:** NBCUniversal has sold out all Milan-Cortina ad inventory, setting a new Winter Olympics ad sales record [with 100 new advertisers and more than 85% of clients extending](#) beyond linear TV into digital. The sellout comes as NBC leans into its "[Legendary February](#)" programming slate - anchored by the Winter Olympics, Super Bowl, and NBA All-Star Game - as a concentrated test of its sports-first strategy across broadcast and Peacock.
- **UFC Debuts Strongly on Paramount+:** The UFC's first event on Paramount+ was one of the largest exclusive live event broadcasts in the platform's history, [averaging 4.96 million viewers](#) across the U.S. and Latin America, reaching 7.18 million global households. The event marked an early test of the [UFC's seven-year, \\$7.7 billion deal](#) with Paramount and highlighted the platform's ability to attract sizable live audiences outside of traditional pay-per-view models.
- **Streaming Nears Half of U.S. TV Viewing as Netflix Shows Scale:** Streaming captured a [record 47.5% of total U.S. television](#) viewing in December, according to Nielsen, and accounted for 54% of all TV usage on Christmas Day. Netflix played a major role in that shift, with [Stranger Things Season 5 surpassing 105.7 million global views](#) to become one of the platform's most-watched English-language series of all time. The data underscores streaming's growing ability to deliver both appointment viewing and sustained audience engagement at scale.



Sports Betting and Prediction Markets Expand Fan Engagement Pathways

Sports wagering and related prediction markets are deepening fan engagement by offering new ways to interact with outcomes, data, and live events - reshaping how audiences participate beyond passive viewing.

- **Sports betting continues to scale as a mainstream fan engagement channel:** Sports betting has become one of the largest and fastest-growing layers of the sports ecosystem. Americans are expected to wager more than [\\$1.5 billion on the Super Bowl](#) alone, the biggest betting event of the year. More broadly, bettors placed nearly [\\$151 billion in wagers through November](#) of last year, according to data from the American Gaming Association. Traditional sportsbooks such as DraftKings and FanDuel generated approximately [\\$15 billion in revenue over that period](#), already surpassing the \$13.8 billion recorded for all of 2024, underscoring how betting is advancing from a niche activity to a central component of modern sports consumption.
- **League partnerships and new entrants signal growth of prediction markets:** Sports betting and prediction platforms are moving beyond standalone products and embedding themselves directly into league ecosystems. [MLS recently named Polymarket](#) its official prediction market partner, integrating real-time sentiment and engagement tools around league competitions, while the [NHL has entered licensing agreements](#) with prediction platforms including Kalshi and Polymarket. Meanwhile, sports betting operators [DraftKings Predictions](#), [FanDuel Predicts](#), and [Fanatics Markets](#) all launched prediction products last month, reflecting an industry-wide push to layer prediction markets alongside traditional betting.

League responses to prediction markets remain fragmented: while NHL and MLS have leaned in, other leagues have taken a more cautious stance ([here](#) and [here](#)), emphasizing integrity and regulatory alignment. With some leagues embracing prediction markets as fan engagement and others viewing them as de facto sports betting, the space remains fluid, and one to watch.

And On a Fun Note...

The numbers are truly bananas. The Savannah Bananas, a traveling baseball-meets-entertainment show, sold [2.2 million tickets](#) last year, putting them ahead of roughly [one-third of MLB teams](#) in total attendance. I managed to snag tickets to an April “game” (after joining a ticket lottery with more than 4 million hopefuls) and will report back on whether the hype lives up to the business buzz.

Disclosures:

This CAIS Advisors LLC (“CAIS Advisors”) presentation is for informational and educational purposes only and should not be construed as investment advice, a recommendation, or a solicitation to engage in any investment strategy or advisory relationship.

Nothing contained herein constitutes an offer to sell or a solicitation of an offer to buy any security or investment product. Investment advisory services are provided only pursuant to a written advisory agreement with the adviser, and only in jurisdictions where the adviser is registered or otherwise permitted to provide such services. The material presented herein is subject to change, and should not be construed as impartial investment research or analysis. CAIS Advisors is an investment advisor registered with the U.S. Securities and Exchange Commission. Registration does not imply a certain level of skill or training. More information about CAIS Advisors, including its investment strategies, fees, and objectives are fully described in the firm’s Form ADV Part 2, which is available by calling 212-300-9355, or by visiting the [Investment Adviser Public Disclosure website](#).