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More In Common: The "Sportsploitation" of Modern Society

Four Episode Documentary Examines The Good, Bad & Ugly of Today's World and Its Invasion of Sports

Los Angeles, June 1, 2026 Set to screen at the NBA Summer League Film Festival this July and the HollyShorts Film Festival in August, the 4 episode documentary film takes an insightful and entertaining roller coaster ride into present day living with social media, click baiting, engagement farming, outrage marketing, scorching hot takes and brand building via virality.

Film Director Arize Ifejika takes viewers on a deep exploration into the blurred lines that exist between sports and entertainment. The first episode breaks down its origins, the Impact on the Youth, NIL, & Traditional Media. Part 2 picks up with Non-Traditional Media, Influencer Culture, Trolling and Burner Accounts. The second half of the film (episode 3) starts off with a segment centered around NBA Superstar Kevin Durant, A.I., Mental Health & Cancel Culture while the 4th and final episode discusses Politics, Gambling, Capitalism and Responsibility.

The storytelling in the film is driven not only by the collection of clips, posts and news clips via social media, but has no shortage of notable interviews including Tech Entrepreneur and current Dallas Mavericks minority owner Mark Cuban. Sports media personalities Joy Taylor and Austin Rivers who is also a former NBA player, Bobby Mark and Tim McMahon both of ESPN, NBA Agents Bill Duffy and Warren Legarie, who also runs the NBA Summer League and Film Festival, pro boxer Lamont Roach, Phil Lewis of the Huffington Post and Scotty Pippen Jr son of NBA legend of the same name and Reality TV star Larsa Pippen. Pippen Jr plays for the Memphis Grizzlies and is also a Co-Executive Producer of the film along with Ifejika and former intern Daniel Bezman.

Ifejika founded More Than Basketball as an event company in 2009. Its origins were as an amateur basketball event company that used that platform to diversify into different verticals including community outreach, merchandising, content, an investment portfolio and business management, which is where the relationship with Pippen Jr initially began as well as other notable clients such as March Madness hero Kris Jenkins (Villanova 2013-17).

The Trailer can be found here.

<https://www.dropbox.com/scl/fi/renzsm5a6od8eyxir9hs1/TRAILER.mp4?rlkey=22fjts84pm9j3oy4xedrjcg65&st=ow8ecs76&dl=0>

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