



THE SPOILS: Selling the Future of American Basketball

World Premiere on June 13th, 2024

May 9, 2024 - LOS ANGELES - JOLT today announced the global premiere of *THE SPOILS: Selling the Future of American Basketball*, set to release on June 13th, 2024, on jolt.film/watch/the-spoils. The documentary film, directed by Mike Nicoll, reveals the money game that dominates America's basketball industry. JOLT, a distribution company led by Tara Hein-Phillips and the founders of Impact Partners, is an innovative new company empowering filmmakers to maximize their distribution by using refined machine-learning technology to reach their core audiences directly.

[The trailer released today provides a unique first look at the film.](#) *THE SPOILS* peels back the layers of corporate influence to paint an honest portrait of the basketball landscape, shattering any notion of 'amateurism' at every level of the sport.

"This film tells the origin story of modern-day NBA culture," said Nicoll. "There has never been a movie like this before, with this level of access," the director said. "Our film unpacks the raw capitalism of an American basketball machine that is built to identify, anoint, and monetize 'The Next LeBron.'"

Featuring 10 years of unprecedented access, *THE SPOILS* profiles America's premiere AAU program, the Compton Magic, and their visionary CEO, Etop Udo-Ema. Having placed more than 35 players in the NBA over the last 20 years, the Compton Magic has established itself as a pipeline for NBA talent. "Etop is the most powerful person in basketball that most people haven't heard of," Nicoll said. "He has embedded the Compton Magic inside every level of the system - from the bottom to the top."

The film features generations of Compton Magic stars, including Evan Mobley (Cleveland Cavaliers), Onyeka Okongwu (Atlanta Hawks), and Johnny Juzang (Utah Jazz), along with expert commentary from leading insiders and executives such as Jay Bilas, Sonny Vaccaro and Howard Beck, among others.

THE SPOILS launches at a pivotal time in the multi-billion-dollar basketball industry. The film unravels the new incentives that fuel America's basketball factory in today's player-empowered, "Name, Image & Likeness" era. "NIL money has overhauled 'amateur' sports, and gambling money bankrolls sports media," said Nicoll. "We wanted to tell the truth about the game. Money has compromised the system to its core. What happens to the sport when the game itself becomes secondary?"