

# [***Forbes Daily: Las Vegas Is Officially A Sports Town***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6BB1-13K1-DXVP-501B-00000-00&context=1516831)

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**Length:** 1647 words

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**Highlight:** Kansas City wins second straight Super Bowl; Nasdaq hits two-year high; Bitcoin rallies; Japan seeks to woo remote workers; what Disney's bet on Epic means for gaming.

**Body**

**This is a published version of the Forbes Daily newsletter, you can sign-up to get Forbes Daily in your inbox here.**

Good morning,

In college, I double majored in journalism and political science. Anew study quantifies how that may have helpedthe careers of graduates like myself.

Double majoring is on the rise, and the National Bureau of Economic Research finds that over the long term, college graduates with two majors or a dual degree are 56% less likely to suffer significant disruptions to earnings like pay cuts, furloughs or layoffs than those with one major. Just like diversifying your investments pays off,**so does diversifying your human capital.**

Jonathan Gray, president of Blackstone, for instance, earned an English degree in addition to one in economics, and he says those communication skills helped set him apart in the finance world.

**BREAKING NEWS**

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Patrick Mahomes of the Kansas City Chiefs celebrates with the Vince Lombardi Trophy following the NFL Super Bowl 58 football game between the San Francisco 49ers and the Kansas City Chiefs at Allegiant Stadium on February 11, 2024 in Las Vegas, Nevada.

Michael Owens/Getty Images

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The**Kansas City Chiefs**were outplayed for much of last night s Super Bowl, but overcame a 10-point deficit to**beat the San Francisco 49ers in overtime**andclaim a second straight championship, making them the NFL s first repeat champion since the New England Patriots in 2005. The Chiefs victory helps cement their dynasty, and that of the team s long-time owners, the$24.8 billion Hunt family.

**MORE:** Hosting the Super Bowl is just the latest victory in Las Vegas unlikely rise from sports betting capital to sports capital**period**, as the**stigma around gambling has eased and pro teams have overcome the challenges of a small market.**Over the last six and a half years,Las Vegas has built on its long associationwith pro boxing by adding the NHL s Golden Knights, the NFL s Raiders and the WNBA s Aces, plus a Formula 1 race, the 2022 NFL draft and the 2022 and 2023 Pro Bowls. Meanwhile, MLB s A s are slated to make the move from Oakland.

**BUSINESS + FINANCE**

TheNasdaq Composite index closed at its highest level in more than two yearsFriday,as the**tech stock renaissance driven by the Magnificent Seven spans into 2024**.The index is now just 0.4% shy of its 2021 peak after tallying its worst year since 2008 in 2022, owing to the dramatic rise in interest rates.

Bitcoin**rallied Friday toward its highest level since March 2022**,erasing January s nearly 20% selloff in the wake of the SEC s approvalof spot bitcoin exchange-traded funds. Demand for the ETFs, which open the door for a new class of investors, has proven robust, and bitcoin only needs to gain 8% to top a $1 trillion market value for the first time since late 2021.

**WEALTH + ENTREPRENEURSHIP**

Thenet worth of**Francoise Bettencourt Meyers, the world s wealthiest woman, fell precipitously**as shares of L Oreal, the French beauty company about one-third owned by the billionaire and her family,registered their worst single-day performancesince 2008. Bettencourt Meyers and her family s fortune fell $6.9 billion, making the 70-year-old matriarch by far the biggest loser of any billionaire Friday, according to **Forbes** real-time billionaire tracker.

**MONEY + *POLITICS***

Israeli Prime Minister Benjamin Netanyahu ordered a plan be drawn up toevacuate more than 1.3 million displaced peopleoccupying the city of Rafah in the southern Gaza Strip, the same day**Israel carried out airstrikes in the city despite pushback from Western allies**.Rafah has been described by Israel as the last remaining place with a powerful Hamas presence, but U.S. officials said Israel has not conducted proper safety planning for civilians ahead of an expected attack there.

Hours before her highly anticipated appearance at Super Bowl LVIII, former President Donald Trump took to social media**attacking Taylor Swift s potential endorsement of President Joe Biden**. Thebillionaire pop star hasn t announced her supportfor any 2024 presidential candidates, though conspiracy theories have circulated online that Swift s relationship with Kansas City Chiefs Travis Kelce is part of a Democratic plan to get Biden elected.

**SCIENCE + HEALTHCARE**

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Bryan Johnson is a biohacker, tech founder and self-proclaimed most measured person in human history.

Bryan Johnson

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New York-based startup Ezra,which uses artificial intelligenceto speed up full-body MRIs, has raised $21 million in venture funding to make the scans accessible enough that people get them regularly. The company s founder and CEO Emi Gal believes regular full-body scans should be a universal pre-screening tool, but **medical experts are concerned they could do more harm than good**for the majority of patients.

**TRAVEL + LIFESTYLE**

Japan islaunching a digital nomad visa by the end of Marchthat allows foreign remote salaried workers who earn more than $68,200 annually to stay in the country for up to six months.**It s one of a number of countries courting remote workers**, and Japan s Justice Minister Ryuji Koizumi said that digital nomads can become a source of innovation as the country s government struggles to make good on its 2020 pledge for a national digital revolution.

**DAILY COVER STORY**

**Why Disney s $1.5 Billion Stake In Epic Games Is A Smart Play**

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A concept drawing of Disney's 'Fortnite' universe.

EPIC GAMES AND DISNEY

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**TOPLINE** After returning to his position as Disney CEO in late 2022, Bob Iger held a meeting with two top executives to talk about video games. It s a sector the company had mostly avoided since 2016, when it shut down the Disney Interactive Studios division that was, at one point, losing some $200 million per year. But Iger s aides came armed with demographics and other statistical trends**showing that gaming had become too popular to ignore.**

When I saw Gen Z and Gen Alpha and even millennials, and I saw the amount of time they were spending in terms of their total media screen time on video games, it was stunning to me, equal to what they spend on TV and movies, Iger said on Disney s earnings call on February 7.

That same day,**Disney announced its big move the company would invest $1.5 billion into Fortnite developer Epic Games**in exchange for a small equity stake in the company and the promise of building out digital worlds based on the company s intellectual property. The terms of the deal were not made public, but The Information reports the valuation of Epic dropped to $22.5 billion, down significantly from its peak of $31.5 billion in early 2022. After the announcement, which was coupled with news of a new sports television venture involving ESPN, Fox and Warner Bros., Disney s stock rose by 11%.

The relevance of Fortnite a**battle royale-style game that has 70 million active monthly users** has been buffeted in recent years by collaborations with IP owners across pop culture. Players can create in-game character skins out of sports stars, rappers and fictional characters, including some from Disney s Marvel and Star Wars extended universes. That licensing is likely to continue, and one could see how the IP could flow the other direction into a Fortnite cinematic universe or TV series in the future.

The new partnership, however,**suggests much more than an IP exchange**. Epic Games CEO Tim Sweeney, estimated to be worth $4.1 billion, said in a statement the plan is to build a persistent, open and interoperable ecosystem that will bring together the Disney and Fortnite communities.

**WHY IT MATTERS**  They are the kings of passive entertainment, and they're very good at parks, but**they've been less successful with interactive**, says Jason Chapman, founder and managing partner of gaming investment firm Konvoy Ventures, of Disney. These worlds, if done successfully, could produce a heck of a lot more reusable entertainment and engagement and monetization mechanics than a movie. So I think it's probably a really good investment for Disney, which desperately needs to figure this out because its audience is aging.

**MORE** Epic Games Unreal Money Engine

**FACTS AND COMMENTS**

Denver is planning to close DMVs,slash recreation center hours and cut back on park services as part of a plan to save $5 million this year that can be**funneled toward the growing migrant crisis in the city**. Denver Mayor Mike Johnston said the collapse of a border security deal in the U.S. House earlier this week made the cuts necessary, per the**Denver Post**:

**$180 million**: Denver s potential budget shortfall for 2024, leading Johnston to warn more difficult cuts may be coming

**38,000:** The number of people from the southern border that Denver has received in just over a year, after Texas Gov. Greg Abbott started offering free bus rides for migrants to Democratic-run cities

**$42 million:** The amount the city of Denver spent supporting migrants between December 2022 and last Monday

**STRATEGY AND SUCCESS**

When you think of mentorship, it typically involves a more senior employee providing guidance to a younger one. But with Gen Z expected to overtake Baby Boomers in the workforce in 2024, reverse mentoring, can also play a key role in an office. In reverse mentoring, junior staff mentor more senior team members, typically in areas such as technology, digital media or other emerging trends. It focuses on a **mutual learning experience and can boost retention of younger workers** and make them feel like their knowledge is valued.

**QUIZ**

A 2024 presidential candidate apologized to his family after an ad supporting him aired during the Super Bowl a slightly altered version of a classic campaign ad.**Which candidate was it?**

A. Joe Biden

B. Donald Trump

C. Robert Kennedy Jr.

D. Cornel West

Check your answer.

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