

You only really hear about swimming once every four years at the Summer Olympics whenever Michael Phelps wins another gold medal for an outstanding swim. The league is made up of 10 teams, 5 from North America and 5 from European-Asia. Some of the most famous athletes from this generation include Sarah Sjöström, Caeleb Dressel, Lily King, Michael Chadwick, Adam Peaty, Ryan Murphy, Michael Andrew, and many more. Starting this fall CBS Sports is going to start airing swimming on its broadcast regularly. The International Swimming League (ISL) is an annual league. It features the world's first team-based competitive swimming league. It was first created in 2019 by President Konstantin Grigorishin and CEO Ali Khan.

The way professional swimmers earn money is a lot different than any other sport because they don't necessarily have the proper funds to pay all the swimmers. Athletes are paid stipends from the Olympic committee and the national team. Or they also get paid in various sponsorships, or they can start posting on various social media outlets like swimmer Cody Miller started his own YouTube channel and now has over 145k in subscribers. Now with the ISL, they are letting swimmers earn money on how well they win within the season. In the first season, the ISL had a total of \$5 million in prize money to hand out to the swimmers dividing it up 50/50 male and female. Swimmers can earn \$1,000 for every meet they attend plus another \$300 for every point for their team they earn. It all comes down to the super bowl of swimming in Vegas when swimmers can earn \$1,000 for every point, they earn along with everyone on the winning team goes home with \$10,000. The runner-up team goes home with \$5,000 each third gets \$3,000, fourth gets \$1,000.

I believe that the ISL's deal with CBS sports is a great step in the right direction meaning that CBS will start to air the ISL on the season opener in mid-October 2020. With everyone going on in the world today they will shorten the schedule to five weeks and instead of having the meets at various places around the world they will keep it to one location at the Dana arena in Budapest, Hungary. Although it's a shortened 2020 season I believe that since they landed this big deal that swimming could be more known than just every 4 years at the Olympics. It will be shown on a major TV network and gain some credibility with people watching it and getting to know it more and more people investing their time in and sooner than later it will gain the media's attention and one can only hope it could compete someday with the MLS and NHL.