

Usain Bolt earns more from endorsements than sports

Jamaican sprint king Usain Bolt comes in at number 13 on a list of top 15 athletes in the world this year who make more money from endorsement deals than they do from competing in their respective athletic disciplines.

The list was compiled by Marketwatch Online, a popular financial information website that provides business news and analysis.

On the list which quotes the figures in US dollars, Bolt was listed as earning 0.2M from athletics and 23M from endorsement deals.

Lebron James was number one on the list with 19.3M from basketball and 53M from endorsements.

Kobe Bryant was second with 30.5M and 31M from basketball and endorsements respectively.

Tiger Woods was third with 6.2M and 55M from golf and endorsements respectively.

Others who made the list include Swiss tennis star Roger Federer, fourth and Spanish tennis star Rafael Nadal who placed sixth.

Russia's Maria Sharapova came in at number ten but her placement has fueled a discussion about her arch nemesis Serena Williams who didn't make the list but is currently ranked as the number one tennis player in the world.

This means that Serena is making more from playing tennis than from endorsement deals.

Many are saying Serena is not making more from endorsements because of racism.