

SportsPro OTT SUMMIT

AGENDA

LIVE, DIRECT AND DIGITAL: THE NEW BROADCAST REALITY

28-29th November 2018
Madrid, Spain



500+
attendees



80%
director level and
above across platforms



60
influential speakers



30+
countries represented

Partners



AGENDA

Please note this is the draft agenda – schedule subject to change.

DAY ONE

08:00 Registration opens

08:55 **Welcome**

Múirne Laffan, NED Digital Repository of Ireland & former CDO RTE

Creating the global 'Home of Golf': The PGA Tour and Discovery partnership

Valued at US\$2 billion over 12 years, the PGA Tour's new global media rights partnership with Discovery could hold clues for how the sports broadcast market will develop in future. Announced earlier this year, this pioneering alliance will see the launch of new OTT offering that its creators say will serve as the international 'home of golf'.

- What plans are in place to drive golf's international fanbase and grow the sport around the world?
- What's the distribution strategy, and how do the PGA Tour's current and future TV agreements fit into the plans?
- What will the new OTT platform look like, and could other partnerships follow a similar template?

*Alex Kaplan, President and General Manager, Discovery Golf, **Discovery***

*Rick Anderson, Chief Media Officer, **PGA TOUR***



OTT at scale: How NBC Sports' Playmaker Media delivers the biggest audiences for the biggest events

Playmaker Media, NBC Sports Digital's technology service, provides end-to-end support for companies in need of best-in-class live streaming and VOD solutions. This year, the company delivered 4.37 billion live streaming minutes for the three biggest events of 2018: Super Bowl LII, the PyeongChang Olympics, and the Fifa World Cup. This case study will focus on how to provide OTT and end-to-end multi-platform services at scale, covering all aspects of the challenge of delivering concurrent streams and events, from signal acquisition to end-user delivery.

*Eric Black, Chief Technology Officer, **NBC Sports Group***



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Inside Sky Sports' streaming and OTT strategy

Sky Sports remains the market leader in sports broadcasting in the UK and Ireland, yet its stranglehold on some of the most coveted rights has weakened in recent years due to the emergence of rival networks and pure OTT players. In this keynote session, Sky Sports managing director Barney Francis will outline how the broadcaster has pivoted in response to this ever-changing landscape, what the launch of new entrants means for the business and its customers, and what the opportunities and challenges are for traditional media companies investing in OTT.

- What does the launch of new pure OTT players mean for Sky Sports and its customers?
- How has the broadcaster pivoted in response to increased competition and an ever-evolving media marketplace in the UK and Ireland?
- What are the opportunities and challenges for traditional broadcasters investing in OTT?

Barney Francis, Managing Director, **Sky Sports**

MODERATOR: Eoin Connolly, Editor-At-Large, **SportsPro Media**

**OTT vs Linear: New ways to package rights for multiple platforms**

- What will the smart, successful OTT services of the future look like?
- How can rights holders and broadcasters ensure their OTT offerings remain on the cutting edge of technological innovation?
- In what ways can rights packages be optimised for an increasingly fragmented, multi-platform media ecosystem?

Guy-Laurent Epstein, Marketing Director, **UEFA**

Anne Sophie Voumard, Vice President, Broadcast & Media Rights, **IOC**

Hans Gabbe, Senior Vice President Sports Rights & Commercialisation, **Sky Deutschland**

Michele Gosetti, Head of Global Sales, **Eurovision Media Services**

MODERATOR: Charlie Beall, Senior Consultant, **Seven League**

**CONFERENCE BREAKS INTO THREE ROOMS**

ROOM 1 <i>Hosted by: Eoin Connolly, Editor-At-Large, SportsPro Media</i>	ROOM 2 <i>Hosted by: David Garrido, Broadcaster, Sky Sports</i>	ROOM 3 <i>Hosted by: Múirne Laffan, NED Digital Repository of Ireland & former CDO, RTE</i>
<p>Club owned media rights – a Borussia Dortmund perspective based on the new OTT offering “BVB-TV”</p> <p>How do club owned media rights fit in into the faster than ever changing media landscape – Borussia Dortmund shares a perspective on expectations, objectives and limitations of its new offering BVB-TV.</p> <ul style="list-style-type: none"> • How the club aims to bring multiple generations of fan to the new world of OTT platforms • How Dortmund can ensure maximum accessibility through its price-points • Why relaunching the product to replace the previous offering was a necessary manoeuvre 	<p>Driving fan tune-in and engagement in the OTT age</p> <ul style="list-style-type: none"> • How are rights holders, OTT services and content aggregators working to attract and engage tech-savvy sports fans today? What are some recent examples of break-out successes? • How can video providers leverage rich data, analytics and predictions to enrich the sports viewing experience and bring fans closer to their favourite players, teams and match-ups? • How will sports leagues, associations and teams use OTT to expand their fan bases and marketing reach? 	<p>The dark side of live sports: Investigating large-scale pirate networks</p> <p>Online piracy is a growing threat facing pay-media operators and content rights holders. The illegal supply of premium content, especially live events such as football is driving this increase. Pirate organizations are well-resourced, highly complex networks; often bringing together people from across the world to commit criminal activities. This panel discussion will provide unique perspectives and case studies from Sports Rights Owners, Broadcasters, Cybersecurity and Law Enforcement experts highlighting the technology, services, and teamwork required to effectively tackle pirate organizations.</p>
<p>Benedikt Scholz, Head of International & New Business, Borussia Dortmund</p> <p>Rainer Geier, Managing Director, OTT & Digital Services, Sportradar</p> <p>MODERATOR: Nick Meacham, Managing Director, SportsPro Media</p>	<p>Craig Howe, Chief Executive & Founder, Rebel Ventures</p> <p>Ari Evans, Founder & CEO, Maestro</p> <p>Ben Ladkin, General Manager, Arsenal Media Group</p> <p>MODERATOR: Moe Hamdhaidari, Director of Operations & Strategy, UI Centric</p>	<p>Cameron Andrews, Senior Legal Counsel, Anti Piracy, beIN Sport</p> <p>Emilio Fernandez, Head of Piracy, Laliga</p> <p>Marlene Álvarez Vicente, Inspector, Spanish Policia Nacional</p> <p>MODERATOR: Mark Mulready, Vice President, Cybersecurity Services, Irdeto</p>

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End of Sessions

<p>Planning the platform journey: from concept to development to profit</p> <ul style="list-style-type: none"> • What expertise is required to design, develop and operate an OTT offering? • What is the best way to market, promote and monetise direct-to-consumer streaming services? • How should operators react when something goes wrong? 	<p>Automation: How Artificial Intelligence and Machine Learning are revolutionising sports video production and distribution</p> <ul style="list-style-type: none"> • How does technology change the way sport is covered to achieve global reach? • How are AI and ML being used in sports video production and digital distribution? • What new revenue opportunities arise with automation and personalisation of sports content? 	<p>How to scale live OTT sports, reduce latency and improve the fan viewing experience</p> <ul style="list-style-type: none"> • What different ways are there for monetising sports rights for OTT delivery and how does tech like VR & AR fit into the mix? • What is needed to help ensure success in the OTT distribution of live sports? • How important for audience development is it to create an interactive experience around the delivery of the stream?
<p>Joao Presa, Co-Founder & COO, mycujoo Andrew Hall, Digital Product Director, ATP Media Carlo De Marchis, Chief Product & Marketing Officer, Deltatre</p> <p>MODERATOR: Richard Broughton, Research Director, Ampere Analysis</p>	<p>Michael Cole, Chief Technology Officer, European Tour Jérôme Wauthoz, VP Products, Tedial Ohad Gross, Director, Business Development, Intel Sports</p> <p>MODERATOR: Unmish Parthasarathi, Global Head of Digital Sales, International Cricket Council</p>	<p>Steve Miller-Jones, Vice President, Product Strategy, Limelight Networks Neil Hall, Head of Product, BBC Sport Anshul Kapoor, Cloud Media Lead, Google Cloud</p> <p>MODERATOR: Múirne Laffan, NED Digital Repository of Ireland & former CDO, RTE</p>
		

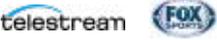
15:05

Coffee Break

<p>The art of attracting and retaining OTT subscribers</p> <ul style="list-style-type: none"> • In a highly competitive OTT market, how can service operators stand out from the competition and continually attract and retain subscribers? • How does the NBA, a global first-mover when it comes to embracing technological innovation and new forms of media, uses digital distribution to keep its audience engaged? 	<p>The next generation OTT experience is here: Live, interactive, augmented video streams in the NBA and beyond, powered by machine generated content</p> <ul style="list-style-type: none"> • Watch a diagram of the current play appear on the court as it develops, see a player's shot probability increase as he beats his defender, make the ball explode after an alley-oop dunk. How does machine learning and computer vision provide NBA fans the ability to personalize their viewing experience? • How does automated alignment of machine generate insights and graphics to broadcast video unlock new opportunities for broadcasters and sponsors? 	<p>Repurposing and monetisation of live sports content for digital channels</p> <ul style="list-style-type: none"> • Which is the most crucial additional value a PayTV should be able to provide in order to attract and retain subscribers? • How do providers monetise their live sports content if they don't hold the rights to publish on social media? • Which are the best practices when segmenting content in order to create new broadcast formats? • When is automation needed and what role does it play in an editorial workflow?
<p>Brianne Ehrenkranz, Head of Marketing, EMEA, NBA</p>	<p>Mike D'Auria, Vice President, Second Spectrum</p>	<p>Cristian Livadiotti, Chief Executive, Wildmoka Sebastien Audoux, Head of Sports, Canal OTT, Canal+ Eric Black, Chief Technology Officer, NBC Sports Group</p> <p>MODERATOR: Mike Green, Vice President, Marketing & Business Development, Brightcove</p>
		

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<p>FOX Sports revolutionizing the production of major live sporting events</p> <p>FOX Sports' coverage of the 2018 FIFA World Cup delivered more video to US viewers than was broadcast in the four previous FIFA World Cups combined, while greatly reducing its remote production costs. This session will look at how FOX Sports produces incredible viewer experiences by streaming live HD and UHD video across unmanaged IP networks from virtually any live sporting event to its central facilities in Los Angeles for real-time editing by using IBM Aspera® FASPStream™ technology integrated into Telestream's Lightspeed Live and Vantage products.</p>	<p>Reach vs revenue: rethinking the broadcast partnership</p> <ul style="list-style-type: none"> • In what ways are rights holders and broadcasters working together to maximise reach and revenues through OTT content delivery? • What are the best business models for effectively monetising an OTT service? • Beyond live rights, what other content assets and programming can rights holders carve out to drive value for broadcast partners? 	<p>Protecting premium live sports from streaming piracy</p> <ul style="list-style-type: none"> • As consumers shift from linear to OTT offerings, to what extent has the challenge of monitoring streaming activity and protecting copyrighted sports content grown more complex? • How can rights holders and broadcasters protect their streams, safeguard their income and prosper in the new OTT economy?
<p><i>Chris Osika, Chief Marketing Officer, Telestream</i> <i>Dustin Myers, Senior Vice President, Production Operations, FOX Sports Media Group</i></p>	<p><i>Yolanda Cuevas, Director of Sport, RTVE</i> <i>Thierry Fautier, Vice President, Video Strategy, Harmonic</i> <i>Ignacio Arrola Albarracin, Marketing & Commercial Director, Mediapro</i> MODERATOR: <i>Maria Rúa Agüete, Research Director, IHS Markit Technology</i></p>	<p><i>Pascal Hetzscholdt, Director, Content Protection, Europe & Africa, 21st Century Fox</i> <i>Simon Trudelle, Senior Director, Product Marketing, NAGRA</i> <i>Kieron Sharp, Chief Executive, FACT</i> <i>André Roy, Head of Content and Platform Security, BT TV & Broadband, BT</i> MODERATOR: <i>Simon Kelehan, Former Head of TV Content, eir Ireland</i></p>
		

Attendees reconvene in the main room

16:30 Coffee Break

Using insights to drive holistic monetisation strategies

- How can holistic monetisation decisioning be used to maximise revenue potential?
- What advanced advertising strategies can be used to supplement lost revenues from the increased cost of league rights?
- How did a national broadcaster leverage a key rights acquisition to grow revenues in 2018?

*Thomas Bremond, General Manager, International, **Comcast***



How to run effective production, distribution and viewer engagement strategies

- Beyond upfront financial investment, what is required of rights holders looking to create a best-in-class OTT offering?
- How can OTT services use data, predictions and analytics to attract viewership and maximise engagement on their platforms?
- How can resources be best deployed to streamline production processes and content distribution workflows without breaking the bank?
- What technologies are there on the market to facilitate these media operations?

*Mark Parkman, General Manager, **Olympic Channel***

*Tim Orme, Head of Digital Products, **Formula One***

*Richard Craig-McFeely, Strategy Director, Digital Media, **Interxion***

*Scott Rose, Global Vice President, Product & Sales Engineering, **Encompass***

MODERATOR: *Simon Miller, Global Director, Sports, **Gracenote***



Closing Remarks

Múirne Laffan, NED Digital Repository of Ireland & former CDO RTE

17:45 Networking Drinks

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08:55

Welcome

Múirne Laffan, NED Digital Repository of Ireland & former CDO RTE

Driving fan engagement through innovative OTT experiences

Turner Sports is investing in new ways of creating deeper connections with its audiences across its entire portfolio of brands and channels. With the recent launch of B/R Live, its premium live sports streaming service, that trend will only continue. This session will share insights into the company's commitment to OTT products and services, its vision behind the long-term impact of these platforms and the opportunities that lie ahead.

*Matthew Hong, Chief Operating Officer, **Turner Sports***

MODERATOR: *Mike Green, Vice President, Marketing & Business Development, **Brightcove***



How social and OTT platforms are changing sports consumption forever

- How are fans engaging with sports through social and OTT platforms? What works and what doesn't?
- How are shifting consumption patterns going to impact the sports business in the near and long term?
- How can social be used to drive additional revenue?

*Ross Whittow-Williams, Chief Operating Officer, **COPA90***

*Johannes Franken, Head of Digital, **HBS***

*Alfredo Bermejo, Digital Strategy Director, **LaLiga***

*Mary Byrne, Editor in Chief, **Olympic Channel***

MODERATOR: *Charlie Beall, Senior Consultant, **Seven League***



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<p>How esports is conquering the mass media market</p> <ul style="list-style-type: none"> • The surging popularity of competitive video gaming is a digital phenomenon, but how can esports work on traditional media platforms? • What types of formats will extend the viewership and improve the experience for the esports fanbase? • How can content distributors create platforms that tap into a mainstream, non-hardcore gaming audience? 	<p>How to use social media to engage audiences across sport content – BT Sport, YouTube and the Uefa Champions League</p> <ul style="list-style-type: none"> • How do you decide when it's appropriate to use social media with key rights in sport? • What does a rights holder/platform owner learn about its potential customers when it uses social media to engage audiences? • How do you decide which social media platform is the most appropriate? What are the pro/cons of each? 	<p>Protecting the “Beautiful Game” the changing role of anti-piracy services in protecting football</p> <ul style="list-style-type: none"> • This session will challenge common misconception is that content piracy requires a high degree of technical knowledge and expensive equipment. The reality is that piracy is technically easy, the rewards are huge and the risk of prosecution is low. • Why do content distributors and rights holders need to take a holistic approach to protecting their content? How and why it is as important to secure OTT live streams as broadcast and set-top box distribution? • Finally, this session will examine how two leading players have escalated their response to piracy from monitoring to aggressive take-down to protect their content and revenue streams.
<p><i>Torsten Haux, Vice President, Media Rights, ESL</i></p>	<p><i>Rob Pilgrim, EMEA Sports Partner Manager, YouTube</i> <i>Alex Balfour, Senior Consultant, Digital Strategy, TEAM Marketing</i> <i>Louisa Clark, Head of Business Development & Broadcast Partnering, BT Sport</i> MODERATOR: <i>Jeff Nathenson, Managing Director, Whistle Sports</i></p>	<p><i>Andrew Middleton, Group Director, Piracy and Content Protection, Sky</i> <i>Justin Paul, Chief Marketing Officer, Friend MTS</i></p>
		



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<p>Live and Direct: The Future of Sports Broadcasting</p> <ul style="list-style-type: none"> • How has the growth of streaming services impacted the international market? • As consumers shift from traditional TV to OTT, how will this influence sports broadcasting moving forward? • What are the best practices when launching an OTT service in multiple markets ? • What key technology elements are essential to delivering an over-the-top service? 	<p>How WWE is using social and OTT platforms to evolve sports consumption</p> <p>In its domestic market of the US and around the world, World Wrestling Entertainment (WWE) is often held up as a leader in digital content delivery as well as live events. Its YouTube channel is the second-most viewed on the platform, while its OTT service WWE Network has amassed around 1.5 million paying subscribers worldwide. This session will see Stefan Kastenmüller, WWE's senior vice president and general manager for Europe, Africa and emerging markets, explain how the organisation plans to take its home-market dominance to an international marketplace.</p> <ul style="list-style-type: none"> • What is WWE's approach to engaging its international digital fanbase? • How did WWE create a global fan-centric OTT platform with the WWE Network, and how has that service evolved since its launch in 2014? • How is the organisation using localised content to drive consumption and fan engagement? 	<p>Granular Geo IP intelligence in the fight for Circumvention Protection</p> <p>Discovery & Digital Element present a case study on how to use a visitors' location to enforce digital rights. We share how to harness Latitude & Longitude location data using additional IP data to help prevent circumvention and optimise the customer experience</p> <p>An in depth look into how the giants of sports content Discovery harness Geo data to:</p> <ul style="list-style-type: none"> • Control Service Access & Circumvention protection • Personalisation of catalogue's and drive increased engagement and minimize false positives • Localised messaging and optimized experiences • Feature control & accurate reporting
<p>Tom Middleditch, Global Head of Digital, ELEVEN SPORTS</p> <p>Peter Bellamy, SVP, Client Services, NeuLion</p> <p>MODERATOR: Eoin Connolly, Editor-At-Large, SportsPro Media</p>	<p>Stefan Kastenmüller, Senior Vice President & General Manager Europe, Africa and Emerging Markets, WWE</p> <p>MODERATOR: David Grundlingh, Executive Advisor, Hookit</p>	<p>Charlie Johnson, Vice President, UK & Ireland, Digital Element</p> <p>Chris Wood, Consulting Architect, Discovery</p>
		

End of Sessions

<p>Esports - the blueprint for sports OTT platforms?</p> <ul style="list-style-type: none"> • What can traditional sport learn from the esports playbook? • Which unique features of esports streaming platforms make sense for non-esports content offerings? • What do successful esports partnerships with traditional sport look like? • What are the marketing and user best practices for launching, growing and converting fans into subscribers? 	<p>Online sport: evolution, not revolution</p> <ul style="list-style-type: none"> • What is the future of sports rights values as pay TV faces a perfect storm of declining pay TV subs and viewing and growing internet consumption? • What is the impact on the market of tech players led by Amazon, Facebook and YouTube, and the UK-based 'Netflix of sport', DAZN? • How does free TV and pay TV channels add an online dimension to their services? • Why are sports rights owners eyeing the opportunity of going direct to consumer online, and how they are doing it? 	<p>How to protect your OTT platform from live broadcast issues</p> <ul style="list-style-type: none"> • OTT is changing the business of live broadcasting, but what strategy is needed, and what practices should be employed, to reduce live broadcast issues? • How can content distributors achieve high quality streams with low latency at scale? • What can new OTT operators learn from the broadcast challenges of the past?
<p>Chris Chaney, Founder and Co-Owner, Infinite Esports & Entertainment</p> <p>Chris Mead, Senior Director, Partnerships, EMEA, Twitch</p> <p>Michiel Bakker, Chief Executive, GINX Esports TV</p> <p>Alban Dechelotte, Head of Sponsorship & Business Development, Riot Games</p> <p>MODERATOR: Dave Smith, Founder & Managing Director, Metta Sport</p>	<p>Tim Westcott, Director, Channels and Programming, IHS Markit</p>	<p>Bill Gash, Director, OTT Strategy, EMEA, CSG</p> <p>Tim Sullivan, Chief Product Officer, FloSports</p> <p>Ed Lee, Vice President, CDNs and Content Partnerships, Qwilt</p> <p>Ben Wright, Chief Commercial Officer, EFL</p> <p>MODERATOR: Jonathan Broughton, Lead Analyst, Media Business Insight</p>
		

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How Hotstar set a global record for simultaneous streaming viewers

- How did Hotstar reinvent the sports viewing experience in India?
- What drove the success of Hotstar's record-breaking digital coverage of the Indian Premier League?
- What is the long-term strategy for the company's growth in OTT?

Ajit Mohan, Chief Executive, **Hotstar**

MODERATOR: Unmish Parthasarathi, Global Head of Digital Sales, **International Cricket Council**

hotstar

Are the tech platforms the wolves at the door?

- Twitter is at the forefront as social media continues to change the way fans consume and engage with sport around the world.
- How does a changing audience use Twitter, and how can they effectively harness Twitter to further amplify and monetise their content?
- What ways does Twitter help broadcasters, rights holders and publishers deliver real time content?

Theo Luke, Director, Sport Partnerships, **Twitter**

**Begin transportation to the Olympic Channel**

15:45

Olympic Channel

After two days of conferencing at the Meliá Castilla, attendees will head to the Olympic Channel Headquarters for exclusive networking in the newly opened Olympic Museum with an optional behind the scenes tour of the facilities. Transfers will be included to and from the venue.



18:00

Transfers back to the hotel

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