



D·SPORTS Conference

On November 12, 2008, the SVG will host its second annual conference geared toward sports technology professionals involved with production and distribution of sports content via broadband, cell phones and digital cinema. Many new revenue models are for leagues and sports media stem from this area. Come join us as we explore and detail the technologies behind them.

SVG D-Sports Subcommittee

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John Leland, IMG Media,
Sr. Dir., Video Operations

John Zehr, ESPN, SVP of
Digital Video and Mobile

Sessions Include:

8:15-9:00 a.m. **NETWORKING BREAKFAST**

9:00-9:30 a.m. **KEYNOTE**

9:30-10:30 a.m. **LEAGUE WEB STRATEGIES**

League-based Web sites continue to grow in influence and eyeballs. How do the top professional leagues use the Web to keep current fans happy and find new fans? Representatives from MLB, NFL, NBA, NHL, NASCAR and the PGA discuss the technology that drives their sites behind the scenes and how they differentiate themselves from the competition.

10:30-10:45 a.m. **Demonstration**

10:45-11:45 p.m. **COLLEGE WEB STRATEGIES**

Thousands of college sporting events are an untapped resource of content and revenues but networks like CBS College Sports, ESPNU, JumpTV, and the Big Ten Network are proving that high-quality online streaming can engage viewers. How do they approach the challenge of low-cost Web production and what is it that college sports fans want?

11:45 a.m.-12:00 p.m. **COFFEE BREAK**

12:00 -1:00 p.m. **TEAM WEB STRATEGIES**

Today's professional sports franchises increasingly use the Web to promote players, deliver news, and help sell tickets and merchandise. What makes for a solid team-based site and how can your team's site stand out from the crowd and keep fans happy?

1:00-1:45 p.m. **NETWORKING LUNCH**

1:45-2:45 p.m. **TV NETWORK PANEL**

Whether it is national TV networks like ESPN and CBS Sports or regional TV networks like the YES Network offering a solid Web experience with original content and in-depth information is important. Leading executives from TV network Web sites discuss their network's approach to the Web and mobile delivery.

2:45-3:00 p.m. **Demonstration**

3:00-3:45 p.m. **HIGH SCHOOL STRATEGIES**

The High School sports market is ripe for online distribution as tens of thousands of events are played every day during the school year across the U.S. How can a Web site cost-effectively tackle this burgeoning market? What are the easiest and most-effective means to produce the events? And what are the revenue opportunities?

3:45-4:00 p.m. **Demonstration**

4:00-5:00 p.m. **D-SPORTS: THE NEXT BIG THING**

What does the future hold for IPTV and Web services? How is the consumer IPTV and Web experience changing and expanding? And what trends in content delivery are worth paying attention to? A roundtable of experts discuss where we're headed.

5:00 – 6:00 p.m. **Reception**



D•SPORTS

Conference

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To activate a sponsorship, contact Rob Payne - Director of Sponsor Development
212-481-8131 or rob@sportsvideo.org

