

## AGENDA *(Subject to change)*

**1230-1300: Opening Keynote Conversation**

**1300-1315: Case Study**

**1315-1345: Sports Broadcasting Australia: Charting the Future** - The concept of sports broadcasting continues to evolve on an almost daily basis as technologies like VR, AR, UHD, HDR, and OTT redefine the way content is captured and delivered to consumers. What's on the mind of top executives from the sports broadcasting production community?

**1345-1400: Networking Break**

**1415-1430: Telstra Case Study**

**1430-1515: Australia's Leadership Role in Defining the Future of Remote Production** - Australian remote production services providers NEP and Gearhouse have recently opened up new facilities that give clients a new option when it comes to producing an event: producing the event away from the venue. Learn more about their projects, the key technical components, and what they mean for the way production teams go about doing their jobs.

**1515-1530: Akamai Case Study**

**1530-1600: Charting an OTT Future That Works** - OTT and the ability to deliver content to any device, anywhere, and any time, continues to be one of the hottest segments in the market. What steps should the production team take to make sure content is optimised for small-screen delivery? And what back-end technologies play a part in cutting down latency and delays, creating customisable experiences, and

**1600-1615: Networking Break**

**1615-1645: The ESports Revolution: What it Means and Why it Matters** - Bringing Esports to the "big screen" of TVs in the living room continues to become more attractive for both those who run the Esports leagues and events and those who have broadcast or cable channels. How does covering an Esports event differ from a real-world sports event? And how important will it be to traditional TV distribution outlets who want to connect with younger audiences who grew up consuming Esports content on Twitch and other online platforms?

**1645-1700: Case Study**

**1700-1730: Artificial Intelligence, Machine Learning, and the Future of Sports Production** - Recent innovations from leading technology providers are increasingly making use of virtualised machines, SaaS, and machine learning to offer the means for a production to become more efficient. How will these technologies change the way sports and other live events are produced and distributed?

**17:30-19:00: Networking Reception**

## SPONSORSHIP OPPORTUNITIES

### Case Study Presentations US\$4,000

- 10-12 min w/ slides and/or video
- 4 additional attendees
- Logo exposure in event signage and slides
- Logo exposure in email promotions/website
- Logo exposure in program
- Post event registration list

### Session Sponsorship (Based on Availability) US\$3,000

- 3-5 min Session intro
- Logo exposure in event signage and slides
- Logo exposure in email promotions/website
- Logo exposure in program
- Post event registration list

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