



SVG In association with NeuLion

15 March 2018

# SINGAPORE OTT WORKSHOP

SHANGRI-LA HOTEL, SINGAPORE

## AGENDA *(Subject to change)*

### 1:15-1:45: Developing Your OTT Strategy

The continual evolution of consumer devices, network connectivity, and even social media are all playing a role in the creation and launch of an OTT service. What steps should you take to make sure your OTT plans align with the needs of your viewers and audience?

### 1:45-2:05: Global Trends in OTT, presented by NeuLion

OTT services continue to explode around the globe but different regions require different approaches to everything from pricing to content options, formats, and more. What is going on outside of the Southeast Asia region with respect to OTT offerings?

### 2:05-2:20: Case Study

### 2:20-2:35: Networking Break

### 2:35-3:00: Next-Generation Technologies: What's Next in Audio and Video Experiences, presented by Dolby

The industry continues to redefine the consumer viewing experience with more immersive audio and visual distribution platforms. This primer helps you understand new technologies that can make a difference for your viewers and help set your service apart from the competition.

### 3:00-3:15: Case Study

### 3:15-4:00: Stop Thief! Content Protection Strategies

OTT services are under constant attack from those looking to illegally monetize the streams or to simply steal it and watch it for free. What steps can you take to protect your content? What technologies and services are right for you and your business?

## SPONSORSHIP OPPORTUNITIES

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

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

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

- 3-5 min intro
- Logo on-screen during panel
- 3 additional attendees
- Logo exposure in event signage/slides/program/email promotions/website
- Post event registration list

Contact [rob@sportsvideo.org](mailto:rob@sportsvideo.org) or [agabel@sportsvideo.org](mailto:agabel@sportsvideo.org) for more information