

SPORTS GRAPHICS

DATA
DESIGN
AR

3.06.19 ■ MICROSOFT TECHNOLOGY CENTER, NYC

AN **SVG** FORUM

After record attendance and a star-studded program in 2018, SVG will continue to expand the Sports Graphics Forum with a full day of sessions this year addressing the latest technological advances and creative achievements in broadcast graphics. In addition to addressing creative workflows and spotlighting the most intriguing sports-graphics projects from the past year, this year's program will feature a Data Visualization Workshop focused on player-tracking, augmented reality, and more.

Agenda

9:00 – 9:45 a.m. Registration

9:45 – 9:50 a.m. Welcoming Remarks

9:50 – 10:30 a.m. State of the Arts: The Top Creative Design Trends of 2019 ❖

Top creative directors and graphics-production executives take the stage to discuss the most significant design trends shaping the sports-graphics market today. From inserts to animations to the scorebug and everywhere in between, learn how production workflows and design strategies are evolving to create a better graphics experience for fans.

10:30 – 11:00 a.m. Keynote Presentation: Inside CBS Sports' Super Bowl LII Effort

Go inside CBS Sports' monumental effort to refresh its graphics package and create a one-of-kind telecast for Super LII in February.

11:00 – 11:15 a.m. Case Study ★

11:15 – 11:45 a.m. Networking Break

11:45 a.m. – 12:30 p.m. State of the Tech: The Top Technology Trends of 2019 ❖

In this companion session to the "State of the Arts" opening panel, technology leaders from major sports-media organizations and vendors address the latest tools and advances in 3D-graphics creation and playout, including the growing role of game engines like Unity and Unreal and best practices in building a desktop graphics-creation platform. Other topics will include AR and virtual sets, AI and machine learning, cloud-based workflows, player tracking and data analysis, and more.

12:30 – 12:45 p.m. Case Study ★

12:45 – 1:15 p.m. Storytelling With Augmented Reality: Best Practices in AR Design and Development ❖

As augmented reality becomes a mainstay on live-sports broadcasts, producers are looking to elevate these on-screen elements beyond just eye-candy. How can AR graphics help tell the story on the field and better inform the viewer? In advance of the Forum's dual tracks focusing on AR and Graphic Design, respectively, creative directors take the stage to discuss the challenges associated with building AR graphics packages and the opportunities ahead.

1:15 – 2:00 p.m. Networking Lunch

Agenda subject to change

Continued on following page

Track 1: Data Visualization and Augmented Reality

2:00 – 2:45 p.m. Augmented Reality in the Field: Changing the Game for Game Coverage ❖

The Data Visualization Workshop kicks off with an in-depth look at how augmented reality and virtual graphics are being deployed for game coverage in the field. Although augmented reality is nothing new to sports production, dating back to the 1st and Ten line more than 20 years ago, AR has taken a giant leap in recent years and is dramatically changing the way stories are told on the field. Learn how AR is adding another dimension to live sports coverage.

2:45 – 3:00 p.m. Case Study ★

3:00 – 3:15 p.m. Networking Break

3:15 – 4:00 p.m. Augmented Reality in the Studio: Expanding Beyond the Physical World ❖

Augmented reality and virtual studios have allowed sports-content creators to rethink what is possible inside the studio. Whether it is expanding the physical footprint, creating more-flexible multi-use sets, displaying interactive analysis tools, or teleporting on-air talent from the field into the studio, AR is changing the look of the studio show. Leaders from broadcasters and vendors address the latest technologies — most notably, gaming engines — spurring this revolution and how it's changing studio-production strategies.

4:00 – 4:15 p.m. Case Study ★

4:15 – 5:00 p.m. Managing the Data-Feed Tsunami: Player-Tracking, Betting, Biometrics and Beyond ❖

Never before has the deluge of data available at sports events played such a vital role in creation of on-air graphics. Although player- and ball-tracking technologies have become commonplace, the expected rise of player biometrics and live odds for legalized betting will change the way fans view sports events, and graphics packages must change, too. And, with the overwhelming quantity of data points now available on a sports event, how can artificial intelligence play a role in data analysis and storytelling? Learn how creators are using this onslaught of dynamic data to become better storytellers.

Track 2: Creative Approaches to Graphic Design

2:00 – 2:30 p.m. World Cup Case Study ★

2:30 – 3:00 p.m. Harvard Case Study ★

3:00 – 3:15 p.m. Networking Break

3:15 – 3:45 p.m. The 3D Modeling Revolution: How the Character-Animation Process Is Changing ❖

Bringing 3D animated characters to life is taking on a much larger role in live sports production, as broadcasters and streaming outlets look to engage fans with more dynamic on-screen graphics. As game engines enter the broadcast world and gaming-centric elements become more commonplace in sports broadcasts, 3D modeling and rigging, as well as facial and body scanning, are allowing content creators to organically model ultra-life-like virtual players and environments. Learn from leading experts on this bleeding-edge technology sector.

3:45 – 4:15 p.m. Turner Sports Case Study: Building the 2019 NBA All-Star Graphics Package ★

4:15 – 5:00 p.m. Creativity and Collaboration: How Great Packages Are Developed ❖

Graphics packages are not created in a vacuum; rather, the projects are a group effort involving multiple teams — whether you're creating a package in-house or working with an outside production studio. Although each broadcaster and studio has a unique culture, all parties involved must be on the same page creatively and operationally to ensure excellent results. From pitch fees, creative development, and cooperative workflow to the approvals process, file sharing, and scheduling, learn how networks and third-party studios work together to reach their graphics goals.

5:00 – 6:00 p.m. Networking Reception

Sponsorship Opportunities

Title

\$9,500 • 1 available

- Tabletop (6 ft. x 3 ft. skirted table with 5A) • Exclusive lunch sponsor • Session sponsor (logo and 2-min. intro)
 - Opening remarks • Spread page ad in event program • Four (4) additional attendees
- Logo exposure in event program, email promotions, website • Post-event registration list

Gold

\$6,000 • Based on availability

- Tabletop (6 ft. x 3 ft. skirted table with 5A)
- Full-page ad in event program
- Three (3) additional attendees
- Logo exposure in program, promotions, website
- Post-event registration list

Badges

\$5,000 • 1 available

- Logo on both sides of badge (SVG produces)
- Half-page ad in event program
- Two (2) additional attendees
- Logo exposure in program, promotions, website
- Post-event registration list

Case Study ★

\$6,000 • Based on availability

- 10-12 min. presentation w/ slides and/or video
- Full-page ad in event program
- Three (3) additional attendees
- Logo exposure in program, promotions, website
- Post-event registration list

Lanyards

\$5,000 • 1 available

- Logo on both sides of lanyard (SVG produces)
- Half-page ad in event program
- Two (2) additional attendees
- Logo exposure in program, promotions, website
- Post-event registration list

Session ❖

\$5,000 • Based on availability

- 3-5 min. w/ slides and/or video
- Logo on screen during session
- Half-page ad in event program
- Two (2) additional attendees
- Logo exposure in program, promotions, website
- Post-event registration list

Registration Desk

\$4,500 • 1 available

- Logo placement and opportunity to distribute literature at registration desk
- Half-page ad in event program
- Two (2) additional attendees
- Logo exposure in program, promotions, website
- Post-event registration list

Networking Breaks

\$3,500 • 2 available

- Logo on Networking Break signage
- Half-page ad in event program
- Two (2) additional attendees
- Logo exposure in program, promotions, website
- Post-event registration list

Networking Reception

\$4,000 • 2 available

- Logo on Networking Reception signage
- Half-page ad in event program
- Two (2) additional attendees
- Logo exposure in program, promotions, website
- Post-event registration list

Full-Page Ad in Print Program
\$2,000

Half-Page Ad in Print Program
\$1,500