

Thursday, July 23 - MAM and Orchestration Tools

AGENDA All times Eastern

2:00 – 2:05 p.m. **WELCOMING REMARKS**

PRESENTED BY  

2:05 – 2:30 p.m. **DAY 2 KEYNOTE: Pro Sports Restart: How Content Management Is Evolving in the Age of Coronavirus**

As live sports events gradually return in North America, leagues are adapting their content production and media management operations to confront today's reality. With more remote workflows in place, leagues are leveraging a mix of cloud-based and on-prem solutions to ensure they have access to their content libraries while keeping their staff safe. Learn how MLB, NHL, and PGA are ramping up new innovative workflows to serve content-hungry fans as live games resume.

MODERATOR: Jason Dachman, SVG, Chief Editor and
SCM Virtual Series Program Director

PANELISTS:

Tab Butler, MLB Network, Senior Director, Media Management and Post Production

Grant Nodine, NHL, SVP, Technology

Michael Raimondo, PGA TOUR Entertainment, Senior Director, Media Asset Management and Broadcast Innovation

2:30 – 2:45 p.m. **LEVELS BEYOND CASE STUDY** PRESENTED BY 

Q&A: How Activision Blizzard Esports' Global Broadcast Team Leverages Dynamic Media Orchestration

Get an inside look at the innovative media orchestration solutions currently being utilized by Activision Blizzard Esports's Global Broadcast Team. Learn how this esports giant has leveraged the power of Levels Beyond's Reach Engine platform and the agility of cloud-based infrastructure to take its content-creation ecosystem to the next level.

MODERATOR: Jason Dachman, SVG, Chief Editor

SPEAKER: Chris Scoggins, Activision Blizzard Esports, Senior Media Asset Manager for Global Broadcast

2:45 – 3:30 p.m. **TECH FOCUS:**

PRESENTED BY   

MAM and Orchestration Tools

Today, fully customized MAM systems and orchestration tools are required by sports-media organizations to manage their ever-growing content libraries and manage the innumerable delivery points they must serve. MAM / Orchestration software providers and sports organizations' MAM leaders discuss how they have confronted unique challenges and created groundbreaking workflows that make media-management more transparent for the content creators.

MODERATOR: Ken Kerschbaumer, SVG, Executive Director, Editorial

PANELISTS:

Roy Burns, IMT, VP, Media Solutions

Kendall Ginsbach, National Football League, Digital Media Architect

Anne Graham, Turner Sports Library, Assistant Manager, Media Management

Wes Rosenberg, Levels Beyond, CTO

3:30 – 4:00 p.m. **DAY 2 POSTGAME AFTER PARTY Q&A**

Join speakers from Day 2 to take a deeper dive into the world of MAM and orchestration tools. This open discussion will provide attendees with a chance to directly ask speakers questions and follow up on points that were brought up during today's sessions. **Link to join will appear in Zoom chat!**

Don't Miss Next Week

Wednesday, July 29 · 2:00 p.m. ET
**BEST PRACTICES IN STORAGE
AND ARCHIVING**

Thursday, July 30 · 2:00 p.m. ET
**AI AND MACHINE
LEARNING**

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