

SVG SPORTS VIRTUAL SERIES OTT

DAY 2 - THURSDAY, SEPT 3

AGENDA

2:00 – 2:05 p.m.

OPENING REMARKS

2:05 – 2:35 p.m.

KEYNOTE:

Inside the New NBABet Stream Broadcasts

The NBA's return this summer also brought with it a new, unique, and more engaging way to watch basketball; and no, we're not just talking about virtual fans in the bubble. The NBA has been one of the leading sports leagues in the country in blazing trails in live sports betting and the gamification of the live viewing experience. This summer, the league has launched NBABet Stream, an alternate live broadcast experience aimed at presenting the game through the better's lens. Take a look inside the effort, how its advancing the NBA's streaming delivery strategy, and how it fits in the league's larger plans to customize the live game viewing experience.

MODERATOR: Brandon Costa, SVG, Director of Digital

SPEAKER:

Scott Kaufman-Ross, National Basketball Association, SVP, Head of Fantasy and Gaming

2:35 – 3:05 p.m.

TECH FOCUS:

Personalization, Gamification, and Gambling

Media delivery, especially in sports, is becoming less about broadcasting one experience and more about offering curated content tailored to a user's specific interest. Whether its selecting camera angles or audio options or participating in fully gamified experiences, sports streamers are finding success with a wealth of ways to keep their content engaging and – most importantly – keeping viewers coming back for more.

MODERATOR: Jason Dachman, SVG, Chief Editor

PANELISTS:

Alim Bhanji, Rogers Sportsnet, Director of Business Development

Matt Coy, Xcite Interactive, President

Scott Warfield, NASCAR, Managing Director, Gaming

3:05 – 3:35 p.m.

TECH FOCUS: Monetization Through Rights Management and Ad Insertion

Targeting and interactivity are also changing the game in the world of advertising and subscription-based streaming services. Can it be done instantly with low latency? How are innovations in live ad tech evolving? How are end-to-end streaming solutions providers helping content distributors manage their increasingly complex digital rights? Can you find success in both free and subscription-based content? What are the tech challenges? And how does this all lead to making more money in the very near future?.

MODERATOR: Brandon Costa, SVG, Director of Digital

PANELISTS:

Darren Lepke, Verizon Media, Head of Video Product Management

Michelle Munson, Eluvio, CEO/Founder

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