

# SVG SPORTS VIRTUAL SERIES OTT

## DAY 1 - WEDNESDAY, SEPT 2

### AGENDA

2:00 – 2:05 p.m.

#### OPENING REMARKS

2:05 – 2:35 p.m.

#### TECH FOCUS:

#### Metadata and the Unifying of Broadcast and Digital Workflows

The COVID-19 pandemic accelerated a number of technology transitions, including the convergence of broadcast and streaming operations that simplify production, minimize latency, and ultimately are a win for both the viewer and the OTT service provider. What role does metadata play in delivering smarter, more dynamic sports media to fans? Has SCTE 224 paved the path to success? How are technologies like AI and machine learning changing the production and distribution game?

**MODERATOR: Chris Wagner**, OTT Advisors, Managing Partner

#### PANELISTS:

**Kevin Cotlove**, Sinclair Broadcast Group, Chief Digital Officer

**Jon Pannaman**, Evertz, Advanced Architecture & Solutions Engineering

**Srinivasan (Srini) Ka**, Amagi, Co-Founder

2:35 – 3:05 p.m.

#### TECH FOCUS: The Latency Factor

Whether it's down to the fraction of a second or simply ensuring a synchronized experience, latency is the holy grail of streaming sports. What's the state of streaming workflows and architectures and what needs to happen next to meet the industry's growing scale? Learn about the latest encoding and decoding technologies, developing formats and standards, and more.

**MODERATOR: Ken Kerschbaumer**, SVG, Co-Executive Director, Editorial Services

#### PANELISTS:

**Eric Bolten**, Zixi, VP, Business Development

**Andrew Crowe**, Limelight Networks, Video Architect

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## TUNE IN TOMORROW! THURSDAY, SEPTEMBER 3 – DAY 2

**Keynote: Inside the New  
NBABet Stream Broadcasts**

**Tech Focus: Personalization,  
Gamification, and Gambling**

**Tech Focus: Monetization Through  
Rights Management and Ad Insertion**

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