



Monday, December 14
2:00 - 3:15 p.m. ET

DIGITAL CONTENT AND SOCIAL MEDIA PRODUCTION ROUNDTABLE

Throughout the COVID-19 pandemic, fans were stuck at home and unable to enjoy an in-person game-day experience. As most venues around the country await the return of patrons, the main conduit between teams and their loyal fanbases has been the digital space. In this roundtable, professionals from different leagues explain how their production team is developing digital-first content and live streams and how avenues like mobile apps, team websites, and social-media platforms are uniting fans while remaining apart.

[CONVERSATION LEADERS]

- Nate Bain**, Tennessee Titans, Social Media Manager
- Lauren Cochran**, Miami HEAT, Senior Director, Interactive Media
- Ryan Delgado**, Tampa Bay Rays, Manager, Digital Marketing
- Mike Fitzsimmons**, Olympia Entertainment, Detroit Red Wings, Lead Producer/Editor
- Kristian Hernandez**, SVG, Associate Editor and Social Media Manager
- Danielle Lewis**, New York Islanders, Director of Game Presentation
- Eric Long**, Philadelphia Eagles, VP of Content & Production
- Dan Mannes**, Detroit Red Wings, Coordinating Producer
- Jay O'Brien**, Baltimore Ravens, VP, Broadcasting and Gameday Productions
- Nicky Patriarca**, San Diego Padres, Director of Content

[AGENDA TOPICS]

Capturing the Moment

With the NBA Finals and World Series being played under a bubble, many fans couldn't experience the excitement of a championship run. In addition, fans flocked to social media to find a sense of a community. During a pursuit for a title, how did teams convey the wide array of emotions? When tragedy strikes, how can digital platforms create a sense of togetherness?

Feeding the At-Home Fan

Stadiums around the nation are still operating below max capacity. Whether you're a team anxiously waiting for the start of the next NHL season, an NFL club in the mist of competition, or an NHL squad knee deep in the Toronto and Edmonton bubbles, what are the digital offerings that are keeping at-home fans entertained?

Safety and Access

Since the resumption of U.S. sports, professional teams were asked to adapt to new health and safety protocols, including tiering systems and non-credentialed zones of access. With content crews operating in different areas of the facility and the possibility of miscommunication at an all-time high, how are crews sidestepping these restrictions to produce day-to-day content in a responsible way?

[MONDAY TECH TOURS]

1:15 – 1:45 p.m. Content Management A

AI/ML; Content Security; MAM/Orchestration Systems; Storage/Archive Technology; Cloud Services

GOOGLE, LUMEN TECHNOLOGIES, MICROSOFT, SEAGATE POWERED BY TAPE ARK

2:00 – 2:30 p.m. Transmission Services

Contribution Services (Fiber/Satellite/IP); Hi-Speed File Transfer; RF/Wireless

AT&T, EUROVISION, IBM ASPERA, LIVEU

2:45 – 3:15 p.m. Acquisition

Cameras/Lenses; Camera Support

CANON, FUJIFILM, GRASS VALLEY, SONY

3:30 – 4:00 p.m. Production Tools A

Production Switchers; Replay; Graphics

BLACKMAGIC DESIGN, GRASS VALLEY, PANASONIC, ROSS VIDEO, VIZRT GROUP

4:15 – 4:45 p.m. Production Tools B

Production Switchers; Replay; Graphics

EVERTZ, EVS, NELCO MEDIA, TVU NETWORKS

4:45 – 5:15 p.m. Content Management B

AI/ML; Content Security; MAM/Orchestration Systems; Storage/Archive Technology; Cloud Services

EDITSHARE, SIGNIANT, TEDIAL, TELESTREAM, VERITONE

5:15 – 5:45 p.m. Production Services

Automated Production; Crewing; Logistics; Mobile Trucks; Equipment Rentals/Reseller; Power Services; Production Services

GRAVITY MEDIA, MEDIAPRO, NEP, PROGRAM PRODUCTIONS, THE SWITCH

5:45 – 6:15 p.m. Audio

Consoles/Mixers; Intercom Systems; Microphones; Sound Systems

CALREC DIGICO, CLEAR-COM, JOSEPH ELECTRONICS, SHURE, TELOS ALLIANCE

6:15 – 6:45 p.m. OTT/Streaming/Social Media

OTT/Streaming; Social Media Publishing Tools; Data Provider

AWS, LIMELIGHT NETWORKS, THE SWITCH, ZIXI

6:45 – 7:15 p.m. Infrastructure B

Encoders/Decoders; Routers/Networking/Signal Transport; Test and Measurement/Conversion Gear

ADDER TECHNOLOGY, IHSE USA, MARKERTEK, VITEC

7:15 – 7:45 p.m. Infrastructure A

Encoders/Decoders; Routers/Networking/Signal Transport; Test and Measurement/Conversion Gear

EVS, IMAGINE COMMUNICATIONS, LAW0, NEVION, RIEDEL