

SPORTS CONTENT MANAGEMENT FORUM

a virtual event
JULY
28-29

Day 1 | Wednesday, July 28 *All times Eastern*

1:00 – 1:05 p.m. WELCOMING REMARKS

1:05 – 1:50 p.m. SPORTS CONTENT MANAGEMENT 2021: Building On-Prem, in the Cloud, and Hybrid Ecosystems

Although the M&E sector has been shifting toward cloud-based storage and infrastructure for nearly a decade, the pandemic drastically altered many organizations' initiatives. With revamped technology roadmaps, these organizations must decide which pieces of their media ecosystem remain on premises, move to the cloud, or adopt a hybrid model. Technology leaders and media-management experts address the pros and cons of cloud vs. on-premises and how they see the industry evolving in the coming years.

MODERATOR: Tab Butler, SVG Sports Content Management Committee, Chairman

PANELISTS:

Chris Cruz, CBS Sports, Director of Media Services

Kendall Ginsbach, National Football League, Digital Media Architect

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

Ulrich Voigt, Vizrt Group, VP, Product Management

1:50 – 2:15 p.m. SPOTLIGHT SESSION: Asset Management for Virtual-Production Environments

COVID-19 and its associated travel restrictions have forced video-production teams to change their operations dramatically. Virtual stages with high-end LED walls and tightly integrated camera and visual displays are increasingly considered an alternative to on-location production. This presentation will cover the newest virtual-production technologies and the role of asset management and archiving in this new ecosystem.

PRESENTERS:

Erik Weaver, Entertainment Technology Center at the University of Southern California (ETC), Senior Consultant

Juan Rubio, Pixotope, Specialist and Evangelist

2:15 – 3:00 p.m. THE FUTURE OF ARCHIVES: What's Coming for Tapeless, Hybrid, and LTO Systems

As digital-content creation expands each year and the costs of storing content rise, return on investment in sports digital archives is under increased pressure. Industry leaders from both users and vendors explore modern approaches to unlocking value and revenue streams while reducing costs and increasing access to archive content.

MODERATOR: Grant Nodine, NHL, SVP, Technology

PANELISTS:

Adam Japhet, Major League Baseball, Senior Director of Corporate Infrastructure

Scott Rinehart, University of Notre Dame, Director, Broadcast and Streaming Technologies

Hossein ZiaShakeri, Spectra Logic, SVP of Business Development and Strategic Alliances

3:00 – 3:45 p.m. TECH FOCUS: Storage On-Prem and in the Cloud

As tape and disk-drive technologies continue to boost storage density, the market for high-capacity storage evolves and develops new solutions. Meanwhile, the move toward cloud-based infrastructure and SaaS models is causing a tectonic shift in the way content is stored and archived. Leaders from major on-premises storage and cloud-storage vendors explore the latest industry trends and preview what lies ahead on the technology roadmap.

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

PANELISTS:

Brent Angle, CineSys, CTO

Matthew Geddes, Platina Systems, Engineer

Tom Rosenstein, EditShare, VP of Business Development

Erik Salo, Seagate Technology, Senior Director, Global Systems Channel and Enterprise Partnerships

3:45 p.m. LIVE SPEAKER Q&A AND NETWORKING ZOOM ROOM

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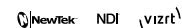
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**DON'T MISS DAY 2
TOMORROW!**

**THURSDAY, JULY 29
1:00 P.M. ET**