

# SPORTS BETTING PRODUCTION FORUM **a virtual event** **OCT 27**

**Wednesday, October 27**

**AGENDA** (All times Eastern)

**1:00 – 1:20 p.m. DAILY WAGER AND BEYOND: Inside ESPN's Sports Betting Production Strategy**

Scott Clark, who oversees ESPN's fantasy sports and sports-betting programs and led the launch of ESPN's daily sports betting news and information program Daily Wager in 2019, provides an inside look at the network's sports-betting productions. He will also offer a behind-the-scenes look at ESPN's Daily Wager Special broadcast of the Brooklyn Nets-Philadelphia 76ers matchup in April, which offered a glimpse into what viewers can expect from ESPN as it looks to capitalize on the rapid growth of legalized sports betting in the U.S.

**PRESENTER: Scott Clark**, ESPN, Senior Coordinating Producer - Sports Betting & Fantasy Sports

**MODERATOR: Jason Dachman**, SVG, Chief Editor

**1:20 – 1:40 p.m. SPORTRADAR SPOTLIGHT: Betting on Broadcast – Why Betting Data is Key to Unlocking the Modern Sports Fan**

presented by **sportradar**

As sports betting grows and consumer habits evolve, betting data is becoming an essential part of any sports broadcast. Sportradar's Per von Rosen will explain different ways to incorporate betting data into your broadcast so you can better engage the modern sports fan.

**PRESENTER: Per von Rosen**, Sportradar, Product Director, Broadcast Solutions

**1:40 – 2:00 p.m. HOW YAHOO SPORTS LEVERAGES GAMING CONTENT TO REDEFINE THE SPORTS EXPERIENCE**

In this session, Sarah Crennan, VP and head of content for Yahoo Sports and Minty Bets, Yahoo Sports' lead betting reporter and analyst, will discuss Yahoo Sports' approach to producing original and relatable betting content via social and digital channels to increase audience engagement, particularly Gen Z, and amplify key sports betting and fantasy initiatives. Yahoo Sports' approach is being anchored by new programming offerings this season, including weekly fantasy video segments titled "Ekeler's Edge" starring Los Angeles Chargers' running back Austin Ekeler and "Yahoo Sportsbook Live."

**PRESENTERS:**

**Minty Bets**, Yahoo Sports, Lead Betting Reporter and Analyst  
**Sarah Crennan**, Yahoo Sports, VP and Head of Content

**MODERATOR: Brandon Costa**, SVG, Director of Digital

**2:00 – 2:20 p.m. PGA TOUR TEES UP SPORTS BETTING PRODUCTIONS**

The PGA Tour has been aggressive in its embracing of sports betting and, as technology improves, the opportunity for live shot-by-shot prop bets become a more interesting proposition. How is golf a sport built well for betting and how is the PGA looking to build more content and support live on-course experiences for the golf fan?

**PRESENTER: Eric Hanson**, PGA TOUR, Senior Director of Product Development

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

**2:20 – 2:40 p.m. VIDEON SPOTLIGHT: Transforming Live Video Streaming – The Power of Edge Computing at the Video Source for Sports Betting**

presented by **videon**

With the growth, variety, and criticality of video, the ways in which we capture, process, and distribute video streams are changing. Today, video producers and consumers want more control over the process. This includes technical aspects such as resolutions, latency, workflows, and a myriad of other factors. In this technology case study, Videon will address the opportunities and challenges of modern video-based applications and cloud-based workflows, while tackling how to overcome challenges with edge computing in live video streaming.

**PRESENTER: Todd Erdley**, Videon, President, Founder, Chairperson

**2:40 – 3:00 p.m. THE B/R BETTING BOON: Bleacher Report Caters Live, Social Content to the New Gambler**

Since its inception, Bleacher Report has connected young sports fans through quick, digestible, and mobile-first content. Now diving head first into sports betting, the company is tapping into the pop culture and social trends that surround this new sector of the industry. Director of Brand Strategy Mike Denevi and Manager of Social Programming Sam Richmond discuss their social media philosophies, showcase examples of short-form and serialized digital material, and highlight how their sports betting vertical can improve in the future.

**PRESENTERS:**

**Mike Denevi**, B/R Betting, Director of Brand Strategy

**Sam Richmond**, B/R Betting, Manager of Social Programming

**MODERATOR: Kristian Hernandez**, SVG, Associate Editor and Social Media Manager

**3:00 – 3:20 p.m. THE RSN ANGLE: MSG Networks Invests Early in Betting-Based Studio Shows**

While sports betting is not yet fully legalized across its home state of New York, MSG Networks is preparing to launch several new original sports betting-focused shows to stake its claim as a leader in sports betting content. What are MSG Networks' plans and how might it reflect a larger trend in the RSN market?

**PRESENTER: Kevin Marotta**, MSG Networks, SVP of Marketing and Content Strategy

**MODERATOR: Brandon Costa**, SVG, Director of Digital

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