

SPORTS OTT

a virtual forum **APRIL 13**

Wednesday, April 13 (All times Eastern)

**1:00 – 1:40 p.m. BUSINESS AND BITS:
The State of the Live-Streamed-Sports Industry**

With new rights deals and continuously evolving tech, live streaming and over-the-top delivery of sports has given rise to a new generation. With more events moving to streaming exclusively and the industry offering more-engaging and -immersive streaming experiences, what is the current state of streaming in sports. Are we on the doorstep of another big evolution?

MODERATOR: **Brandon Costa**, SVG, Director of Digital and Sports OTT Forum Program Director

PANELISTS:

Eric Black, NBCUniversal, SVP, Technology, Fandango, Sports & Entertainment
Steven Thorpe, Fox Corporation, SVP, Video Platforms

**1:40 – 2:10 p.m. OTT FEATURED SPOTLIGHT:
PGA TOUR LIVE Moves to ESPN+**

One of the biggest moves in the sports streaming landscape this year has been the move of PGA TOUR LIVE to ESPN+. Take a deep dive into some of the exciting initial features showcased with PGA TOUR LIVE on ESPN+ with key reps from both the PGA TOUR and ESPN.

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

PANELISTS:

Luis Goicouria, PGA TOUR, SVP, Media
John Lasker, ESPN, VP of Digital Media Programming

**2:10 – 2:25 p.m. CASE STUDY: Industry First.
YES APP Delivers Addressable In-Content Video
Ads Utilizing Transmit's Live Server Side Ad
Insertion Platform**

Presented by  transmit

Join YES Network's Matt Duarte in conversation with Transmit's Scott Young as they discuss how the YES App and Transmit activated the streaming world's first live sports in-picture ad insertion; why this experience is a win/win/win for viewers, advertisers and YES Network; and, the possibilities this type of innovation enables.

INTERVIEWER: **Scott Young**, Transmit, Co-Founder and Chief Product Officer

INTERVIEWEE: **Matt Duarte**, YES Network, VP, Strategy & Business Development

**2:25 – 2:55 p.m. FEATURED SPOTLIGHT:
YES Network and the YES App**

Live interactive stats feeds. Real-time polling. Even video chatting with friends in-game. Take a deep dive into one of the industry's most innovative streaming-video offerings, the YES App.

INTERVIEWER: **Brandon Costa**, SVG, Director of Digital and Sports OTT Forum Program Director

INTERVIEWEE: **Matt Duarte**, YES Network, VP, Strategy & Business Development

**2:55 – 3:25 p.m. TECH FOCUS:
Under the Hood of the Live Sports OTT Stack**

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From encoding to protocols to content-management systems and delivery, the live-streaming tech stack is as advanced as ever. What challenges are left to overcome, and is streaming ready to carry the biggest of sports events on its shoulders? Industry technology experts share their thoughts.

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

PANELISTS:

Paul Briscoe, TAG V.S., Chief Architect
Paul Finster, Amagi, VP of Business Development
Erik Ramberg, MediaKind, VP, Head of Global Business Development and Strategic Partners
John Ward, Friend MTS, EVP, Americas
Grant Zizzo, The Switch, Director, OTT Services

**3:25 – 3:45 p.m. FEATURED SPOTLIGHT:
Fubo Sports Network**

Launched in September 2019, Fubo Sports Network is a live sports-focused channel owned and operated by fuboTV. The network has gained traction through the acquiring of live rights and by investing in unique and engaging original content. We sit down with the head of Fubo Sports Network and its original programming strategy to discuss the growth so far, what's coming next, and what she sees as the biggest trends in the streaming sports industry today.

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

INTERVIEWEE: **Pamela Duckworth**, fuboTV, Head of Fubo Sports Network and Original Programming

**3:45 – 4:15 p.m. TECH FOCUS:
Low Latency Powers Interactive Live Sports Video**

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Much of the promise of the next-generation viewing experience boils down to a single factor: millisecond live-video delivery at scale. Latency is the ultimate buzzword in live streaming. Dissect the latest in CDNs, adaptive bitrate encoding, and even digital ad insertion in this roundtable discussion. How is latency more critical for sports than for any other entertainment medium, and what technologies are empowering that delivery today and for the years to come?

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

PANELISTS:

Kyle Bank, Phenix Real Time Solutions, COO
Eric Bolten, Zixi, VP, Business Development
Todd Erdley, Videon, President and Founder
Damien Sterkers, Broadpeak, Video Solutions Marketing Director

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