

Day 1 - September 23

AGENDA (All times Eastern)

2:00 – 2:05 p.m.

WELCOMING REMARKS

presented by 

PRESENTERS:

Adam Day, Telstra Broadcast Services, VP and Head of Technology and Media Sales, Americas

Adam Whitlock, ESPN, Associate Director, Remote Traffic Operations

2:05 – 2:20 p.m. **OPENING KEYNOTE:**

Inside ESPN's Transmission Plan for the Return of Live Sports

After a months-long shutdown, major sports leagues suddenly snapped back into live action in July with MLB, NBA, NHL, MLS, WNBA, and others resuming live play for the first time since the pandemic began. As the largest sports rightsholder in North America, ESPN was suddenly forced to deliver hundreds of live events from new venues with myriad new challenges. Get an inside look at how ESPN's remote traffic operations department was able to develop new tactics on the fly and create a new transmission scheme to bring live sports back to the masses.

PRESENTER: Adam Whitlock, ESPN, Associate Director, Remote Traffic Operations

2:20 – 3:00 p.m. **BROADCASTERS GO INSIDE THE RETURN OF LIVE SPORTS**

Following on the heels of the Opening Keynote from ESPN, major sports broadcasters go behind the scenes on how they created new transmission schemes to bring live sports back to the masses.

MODERATOR:

Jason Dachman, SVG, Chief Editor and TRANSPORT Program Director

PANELISTS:

Brad Cheney, Fox Sports, VP, Field Operations and Engineering

Chris Connolly, NBC Sports Group, Senior Director, Transmission Engineering and Operations

Ken Fuller, ViacomCBS, VP, Distribution and Technology

Paul Spinelli, Sinclair Broadcasting Group, Director of Engineering

Adam Whitlock, ESPN, Associate Director, Remote Traffic Operations

3:00 – 3:15 p.m.

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NET INSIGHT CASE STUDY:

Efficient Remote Live Sports Media Production

Mobilelinks, one of Northern Europe's leading partners in the delivery of broadcast media, will share exciting experiences of different at-home production scenarios – from 100-Gbps uncompressed live feeds to remote commentary working from home.

PRESENTERS:

Andreas Langell, Mobilelinks, CEO

Per Lindgren, Net Insight, CTO and Co-Founder

3:15 – 4:00 p.m. **THE RISE OF IP BACKHAUL: How the Contribution Game Is Changing**

The use of IP networks to backhaul live sports events has skyrocketed in recent years as broadcasters look to find more efficient and flexible means for contribution. In addition, with more connectivity needed for remote/decentralized productions, public and private IP networks are playing a bigger role than ever in connecting the stadium to the broadcast center. Technology leaders discuss how IP has dramatically altered the contribution landscape in recent years – and in the wake of the pandemic – as well as how they expect the use of IP transmission to evolve in the coming years.

MODERATOR: Brandon Costa, SVG, Director of Digital

PANELISTS:

Steven Dargham, Telstra Broadcast Services, Business Development Executive – Major Events

Mo Goyal, Evertz, Senior Director, International Business Development, Live Media Production

Dan Maloney, Matrox, Technical Marketing Manager

Dan Pisarski, LiveU, VP of Engineering

Marcus Schioler, Haivision, VP of Product Marketing

4:00 – 4:30 p.m. **VIDEO-TRANSPORT**

INFRASTRUCTURE TECH FOCUS:

Encoders, Decoders, and Transmission Equipment

Live sports broadcasts simply can't exist without a solid layer of backend transmission infrastructure. Leading technology providers of encoders/decoders and other transmission gear discuss their latest offerings and how they see the market evolving in the age of coronavirus.

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

PANELISTS:

Brandon Baker, Sencore, Strategic Account Manager

John Dale, Media Links, Director, Chief Marketing Officer

Matthew Goldman, MediaKind, SVP of Technology

4:30 – 5:00 p.m. **LIVE SPEAKER Q&A AND NETWORKING ZOOM ROOM**

Join us for a live audience Q&A with the day's speakers and a chance to network with leaders in the industry.

Link to join the Live Speaker Q&A and Networking Zoom Room will appear in zoom chat.

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