

Wednesday, December 16
3:30 - 4:45 p.m. ET



GRAPHICS AND AUGMENTED REALITY ROUNDTABLE

sponsored by  RT Software

The Sports Graphics and AR Roundtable is designed for SVG members and sponsors looking to learn about the latest developments in graphics, augmented reality, and data visualization technologies for live sports broadcasts. Sports-graphics leaders from major broadcasters, leagues, teams, and vendors will address how the pandemic has impacted their workflows today and how these workflows could have a lasting impact in the future.

[CONVERSATION LEADERS]

Jason Dachman, SVG, Chief Editor
Mike Fredriksen, RT Software, Commercial Director
Chad Hudson, NBC Sports and Golf Channel, Art Director
JP LoMonaco, CBS Sports, VP, On-Air Graphics and Design
Tim O'Shaughnessy, ESPN, Creative Director
Brian Perkins, MLB Network, Senior Director, IT Production Systems
Jordan Shorthouse, Turner Sports, Creative Director
Michael "Spike" Szykowny, ESPN Creative Services, Senior Director, Motion Graphics and Production Planning

[AGENDA]

3:30 p.m. The New Remote Reality: Maintaining Large-Scale Creative and Managing Productivity From Home

The shift to remote-production workflows because of the pandemic is more than likely a permanent change that will result in a hybrid workforce moving forward. This will significantly impact graphics production, which relies heavily on personal interaction and collaboration to create fresh daily content with very short turnaround times. Can the work-from-home model be as effective for the creative teams as working together in person? What is the new creative process and workflow? Sports-media organizations and graphics-design houses develop their individual methods for maintaining consistency in the volume/quality of their work during the pandemic.

3:55 p.m. The Near-Term: What Emerging Technologies From the Pandemic Era Will Stick?

COVID-19 might have forced change on the sports-graphics sector in the very negative context of the pandemic, but what aspects of these new production ecosystems are here to stay? Sports-media organizations successfully adapted to the "new normal" by implementing existing technology and revamping operations to accommodate remote production. In doing so, they turned disadvantages into advantages. With these solutions in place, how can graphics teams create a successful plan in the near-term?

4:20 p.m. The Long-Term: What Are Your Top Priorities for Beyond 2021?

COVID-19 has presented the sports-graphics industry with the opportunity to shift its methods and refocus how it operates in 2021 and beyond. The question now is what should the industry do in the long-term? Should these organizations put resources into staff homes, keep them on premises, or move their entire tech stack to the cloud? Should they accelerate the push into next-gen AR and virtual-graphics technologies? Should they rethink the entire production chain? Sports-graphics pros will discuss their respective visions for the future and the reasons behind them in describing where they think the industry will end up in the years to come.

4:45 p.m. Roundtable Concludes

The Zoom Room will remain open to allow the opportunity for further Q&A with discussion leaders and direct messaging within the chat.

[WEDNESDAY TECH TOURS]

1:15 – 1:45 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

2:00 – 2:30 p.m. Infrastructure B

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

ADDER TECHNOLOGY, IHSE USA, MARKERTEK, VITEC

2:45 – 3:15 p.m. Infrastructure A

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

EVS, IMAGINE COMMUNICATIONS, LAW0, NEVION, RIEDEL

3:30 – 4:00 p.m. Audio

Consoles/Mixers; Intercom Systems; Microphones; Sound Systems

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

4:15 – 4:45 p.m. OTT/Streaming/Social Media

OTT/Streaming; Social Media Publishing Tools; Data Provider

AWS, LIMELIGHT NETWORKS, THE SWITCH, ZIXI

4:45 – 5:15 p.m. Content Management B

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

EDITSHARE, SIGNIANT, TEDIA, TELESTREAM, VERITONE

5:15 – 5:45 p.m. Production Tools B

Production Switchers; Replay; Graphics

EVERTZ, EVS, NELCO MEDIA, TVU NETWORKS

5:45 – 6:15 p.m. Production Tools A

Production Switchers; Replay; Graphics

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

6:15 – 6:45 p.m. Transmission Services

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

AT&T, EUROVISION, IBM ASPERA, LIVEU

6:45 – 7:15 p.m. Acquisition

Cameras/Lenses; Camera Support

CANON, FUJIFILM, GRASS VALLEY, SONY

7:15 – 7:45 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