



Tuesday, December 15
3:30 - 4:45 p.m. ET

OTT AND STREAMING ROUNDTABLE

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The consumption of live sports through streaming channels climbed yet again in 2020, and the mechanisms used to deliver live video to smartphones, connected TVs, and more continue to evolve and mature. How will personalization, discovery, interactivity, and fan-engagement technologies help sports leagues, networks, and digital-native media companies engage with, monetize, and ultimately grow and retain a subscriber pool? Get first-hand perspectives and insights from some of the smartest minds in digital sports production on where OTT and streaming platforms are headed after an unpredictable year.

[CONVERSATION LEADERS]

Eric Black, NBCUniversal, SVP, U.S. Operations and Video, Peacock

Paul Briscoe, TAG Video Systems, Chief Architect

Brandon Costa, SVG, Director of Digital

Greg Morrow, Bitcentral, General Manager of FUEL

Steven Thorpe, FOX Corporation, VP, Video Platforms

[AGENDA TOPICS]

Latency

The Quest for True Real-Time Streaming

Personalization

How Betting and Gamification Will Impact the Industry

Monetization

Advancing Digital Ad Insertion and Rights Management

[TUESDAY TECH TOURS]

1:15 – 1:45 p.m. **Infrastructure A**

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

EVS, IMAGINE COMMUNICATIONS, LAWO, NEVION, RIEDEL

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. **OTT/Streaming/Social Media**

OTT/Streaming; Social Media Publishing Tools; Data Provider

AWS, LIMELIGHT NETWORKS, THE SWITCH, ZIXI

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. **Production Services**

Automated Production; Crewing; Logistics; Mobile Trucks; Equipment Rentals/Reseller; Power Services; Production Services

GRAVITY MEDIA, MEDIAPRO, NEP, PROGRAM PRODUCTIONS, THE SWITCH

4:45 – 5:15 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

5:15 – 5:45 p.m. **Acquisition**

Cameras/Lenses; Camera Support

CANON, FUJIFILM, GRASS VALLEY, SONY

5:45 – 6:15 p.m. **Transmission Services**

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

AT&T, EUROVISION, IBM ASPERA, LIVEU

6:15 – 6:45 p.m. **Production Tools A**

Production Switchers; Replay; Graphics

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

6:45 – 7:15 p.m. **Production Tools B**

Production Switchers; Replay; Graphics

EVERTZ, EVS, NELCO MEDIA, TVU NETWORKS

7:15 – 7:45 p.m. **Content Management B**

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

EDITSHARE, SIGNIANT, TEDIA, TELESTREAM, VERITONE