



Monday, December 14

3:30 - 4:45 p.m. ET

SPORTS CONTENT MANAGEMENT ROUNDTABLE

sponsored by   

Learn about the latest developments in MAM workflows, archive/storage technology, and metadata management. The conversation will feature MAM leaders from major broadcasters, leagues, teams, and vendors providing insights on how the industry has reacted to the pandemic and how it's changing content-management workflows. This is a can't-miss conversation for anyone looking to stay up-to-date on the latest developments in the MAM and storage sector and what is coming in the future.

[CONVERSATION LEADERS]

Tab Butler, MLB Network, Senior Director, Media Management and Post Production

Jason Dachman, SVG, Chief Editor

Kerry Freeman, IMES UK & I, Head of Sales

Anne Graham, Turner Sports Library, Assistant Manager, Media Management

Simon Jones, IMES UK & I, Studio Manager

Dustin Myers, Fox Sports, SVP, Production Operations

Grant Nodine, NHL, SVP, Technology

Michael Raimondo, PGA TOUR Entertainment, Senior Director, Media Asset Management and Broadcast Innovation

Jarrett Schwenzer, Nutanix, Director of Business Development, Media and Entertainment

Ryan Servant, CatDV, VP, Business Development, North America

Jeremy Strootman, CatDV, VP of Business Development

[AGENDA]

3:30 p.m. How Has the Pandemic Impacted Your Technology Roadmap and Budget?

The pandemic has forced nearly all sports-media organizations to dramatically alter their technology roadmap—in both the near- and the long-term. While projects that enable remote-production and work-from home workflows have been fast-tracked, large renovations and technology updates have often been pushed back because of budgetary limits. How have such developments affected your capex projections for the coming years, and do you expect these changes to be permanent or a temporary bump in the road? This conversation will allow both vendors and end users to better understand the current climate and how the entire industry can move forward together.

3:55 p.m. What Emerging Technologies From the Pandemic Era Will 'Stick' in the Future?

What emerging technologies and remote solutions that you implemented quickly in the early days of the pandemic have stuck around and are still being deployed? How have they enabled your production workflows to evolve over the past nine months? Will these remote technologies "stick" long-term, or are they just stop-gap solutions until the world returns to "normalcy"? In the near term, will these tools be part of your production ecosystem in 2021, or will you return to your previous on-premises production model (or a hybrid of the two)?

4:20 p.m. In This New Remote-Production World, How Are You Securing Your Assets?

As the entire industry quickly transitioned to remote workflows due to the pandemic, concerns began growing among many sports-media organizations over the security of assets in the cloud and shared via public internet. Are you concerned that your operation has vulnerabilities? How have you addressed these issues thus far (or have you?), and how are you looking to limit these liabilities in the future?

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.

[MONDAY TECH TOURS]

1:15 – 1:45 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**

2:00 – 2:30 p.m. Transmission Services

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

AT&T, EUROVISION, IBM ASPERA, LIVEU

2:45 – 3:15 p.m. Acquisition

Cameras/Lenses; Camera Support

CANON, FUJIFILM, GRASS VALLEY, SONY

3:30 – 4:00 p.m. Production Tools A

Production Switchers; Replay; Graphics

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

4:15 – 4:45 p.m. Production Tools B

Production Switchers; Replay; Graphics

EVERTZ, EVS, NELCO MEDIA, TVU NETWORKS

4:45 – 5:15 p.m. Content Management B

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

EDITSHARE, SIGNIANT, TEDIAL, TELESTREAM, VERITONE

5:15 – 5:45 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**

5:45 – 6:15 p.m. Audio

Consoles/Mixers; Intercom Systems; Microphones; Sound Systems

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

6:15 – 6:45 p.m. OTT/Streaming/Social Media

OTT/Streaming; Social Media Publishing Tools; Data Provider

AWS, LIMELIGHT NETWORKS, THE SWITCH, ZIXI

6:45 – 7:15 p.m. Infrastructure B

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

ADDER TECHNOLOGY, IHSE USA, MARKERTEK, VITEC

7:15 – 7:45 p.m. Infrastructure A

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

EVS, IMAGINE COMMUNICATIONS, LAWO, NEVION, RIEDEL