

SPORTS PRODUCTION TOOLS

a virtual forum
FEBRUARY 17-18

Day 1 | Wednesday, February 17

AGENDA (All times Eastern)

2:00 – 2:30 p.m. PRODUCER/DIRECTOR PERSPECTIVES

The world of production is evolving quickly and, with it, the very nature of how a production team goes about their work. Leading producers and directors weigh in on the current state of production and how they are adjusting to decentralized production and a team scattered over hundreds and even thousands of miles.

MODERATOR: Ken Kerschbaumer, SVG, Co-Executive Director, Editorial

CONVERSATIONS WITH:

Artie Kempner, Fox Sports, Director

Drew Esocoff, NBC Sports Group, Director, *Sunday Night Football*

Fred Gaudelli, NBC Sports Group, Executive Producer, *Sunday Night Football*

Ed Placey, ESPN, Senior Coordinating Producer

Amy Rosenfeld, ESPN, VP, Production

2:30 – 2:45 p.m. CASE STUDY: AZ CARDINALS + GRABYO

- A Year of Audience Growth & Engagement presented by grabyo

While 2020 was a challenging year for live sports, the Arizona Cardinals adapted their content production process in order to drive deeper audience engagement and sponsorship value across digital channels. Learn how the Cardinals made use of Grabyo's live production product, Producer, to maintain their connection to "Red Sea" fans everywhere.

PRESENTERS:

Tim DeLaney, Arizona Cardinals, VP, Broadcasting/Digital Content

Mike Kelley, Grabyo, President, Americas

2:45 – 3:30 p.m. DECENTRALIZED PRODUCTION TOOLS

sponsored by   

With more and more people working from home rather than in the compound or broadcast center, manufacturers are responding with new tools, virtualized products, and more. Leading manufacturers discuss how they are transforming their products to be more suitable for a decentralized environment.

MODERATORS:

Ken Kerschbaumer, SVG, Co-Executive Director, Editorial Services

David Schafer, Former Group SVP, Sports Content & Production at Discovery/Eurosport

SPEAKERS:

Bob Caniglia, Blackmagic Design, Director of Sales Operations for the Americas

Mike Flathers, Signiant, Chief Solutions Officer

James Stellpflug, EVS, SVP, Markets

3:30 – 4:15 p.m. SIGNAL TRANSPORT: IP, 5G, RF, and Bonded Cellular

sponsored by   

There are more options than ever for getting a signal from point A to point B (and even C, D, and E) and transport technologies continue to evolve rapidly. Signal transport service and technology providers discuss some of the latest developments that can make a difference to your production.

MODERATOR: Ken Kerschbaumer, SVG, Co-Executive Director, Editorial

SPEAKERS:

Janel Fleming, LiveU, Director of Sales and Sales Group Manager, Sports

Jim Jachetta, VidOvation, CTO and Co-Founder

Peter Larsson, BSI, President

4:15 – 5:00 p.m. LIVE Q&A

THANK YOU SPONSORS

CASE STUDY SPONSOR



GOLD SPONSORS



BLACKBIRD

Blackmagicdesign



EVENT SPONSORS



DON'T MISS DAY 2 TOMORROW!

DAY 2 HIGHLIGHTS

CTO REPORT

CLOUD-BASED PLATFORMS

CLOUD-BASED PRODUCTION TOOLS