



SPORTS GRAPHICS

DESIGN • DATA • AR

a virtual
forum
**MARCH
24-25**

Wednesday, March 24 (All times Eastern) Graphics Design, Tools, and Workflows

1:00 – 1:05 p.m. **OPENING REMARKS**

1:05 – 1:35 p.m. **STATE OF THE ARTS SPOTLIGHT: CBS Sports' Super Bowl LV and Nickelodeon NFL Wild Card Game Graphics**

In addition to undertaking its second Super Bowl in three years, the CBS Sports graphics team created a unique experience with the NFL Wild Card Game broadcast on Nickelodeon. As the first-ever NFL telecast produced for kids and families, the Nickelodeon broadcast leveraged augmented reality to put slime cannons in the pylons, googly eyes on players, and SpongeBob SquarePants between the goalposts. The CBS Sports team will also go inside the impressive new look created for Super Bowl LV.

PRESENTER:

JP LoMonaco, CBS Sports, VP, On-Air Graphics and Design

1:35 – 2:05 p.m. **STATE OF THE ARTS SPOTLIGHT: ESPN's College Football Graphics Rebuild**

Although 2020 was filled with tremendous challenges, nothing deterred ESPN from taking on a massive redesign of its college-football properties. Learn all about how the ESPN team started with a blank canvas and ended up with a comprehensive design system that accounted for all FBS and FCS games, ESPN College Gameday's new look, and a full rebrand of the College Football Playoffs.

PRESENTERS:

Dale Harney, ESPN, Art Director

Tim O'Shaughnessy, ESPN, Creative Director, College Sports

Lisa Rader, ESPN, Designer

Lindsay Reiff, ESPN, Project Manager

2:05 – 2:20 p.m. **CASE STUDY: Blazing A Virtual Trail – The Portland Trail Blazers Make It Rain With Extended Reality**

Presented by **VIZRTGROUP**
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As a long-time Vizrt partner, the NBA's Portland Trail Blazers have pioneered team-level use of AR graphics, and are one of the few professional sports organizations to use team staff to produce and broadcast league games as a regional sports network. The Portland Trail Blazers and Vizrt serve up a lively discussion on the evaluation and adoption of new technology — including Extended Reality, AR editorial enhancements, virtual ad insertion, and more.

PRESENTERS:

Kevin Bovet, Vizrt, VP, Head of Sports

Jeff Curtin, Portland Trail Blazers, Director of Broadcasting

2:20 – 2:40 p.m. **STATE OF THE ARTS PRESENTATION: NHL 2020 'Return To Play' Live Event Graphics**

Undefined Creative played a unique role in helping the NHL reboot the 2020 hockey season after the lockdown. The graphics company created more than 1,000 animations that played throughout every game from the Qualifiers to the Finals. The animations provided dynamic, colorful "eye candy" for eight large screens of various dimensions that flanked the arenas in Edmonton and Toronto, enhancing the NHL's "made-for-television" approach to this unprecedented season.

PRESENTER:

Maria Rapetskaya, Undefined Creative, Founder & Creative Director

2:40 – 3:10 p.m. **STATE OF THE ARTS SPOTLIGHT: Bringing the 2021 NCAA March Madness Package to Life**

In anticipation of the 2020 NCAA Men's Basketball Tournament, CBS Sports and Turner Sports teamed up to revamp the March Madness graphics package. Sadly, after months of development, the 2020 tournament was cancelled due to the pandemic. However, the package has now been resurrected for this year's NCAA Tournament and brings an innovative new look to one of the most highly anticipated events on the annual sports calendar.

PRESENTER:

Komal Bhukhanwala, CBS Sports, Art Director

3:10 – 4:00 p.m. **BROADCAST GRAPHICS TECH FOCUS: Tips, Tools, and Techniques**

Presented by  **ROSS**[®] **VIZRTGROUP**
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The sports-graphics world has more powerful technology and creative tools at their fingertips than ever before. However, it's not easy to keep up with the rapid evolution of graphics creation and playout systems. Leading manufacturers discuss their product offerings, how they are evolving, the growing role of gaming engines and other next-gen technologies, and how they see the industry advancing in the years to come.

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

PANELISTS:

Terry Daily, Ross Video, Senior Designer and Rocket Surgery
Virtual Productions Specialist

Joe Finlayson, Epic Games, Technical Account Manager

Remo Ziegler, Vizrt, SVP, Product Management

4:00 – 4:30 p.m. **Live Speaker Q&A and Networking Zoom Room – [CLICK HERE TO JOIN!](#)**

DON'T MISS TOMORROW!

Thursday, March 25 | 1:00 p.m. ET Data Visualization, Augmented Reality, and Betting

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