



SPORTS GRAPHICS

a virtual event **JUNE 1**

All times Eastern

1:00 – 1:30 p.m. **BEHIND THE GRAPHICS PACKAGE: ESPN Peyton & Eli ManningCast**

Building the graphics package for the much-hyped Manningcast of *Monday Night Football* created a unique challenge for ESPN's design team — both operationally and creatively. First off, the team had to create an entirely new package from scratch on an extremely short timeline after the Manningcast was announced less than two months prior to the kickoff of the 2021 NFL season. And second, ESPN creatives were tasked with delivering graphics that were equal parts fun and informative while also catering to the “hang-out at home” format of the show. Get an inside look at how it all came together to create one of the groundbreaking new graphics packages of the year.

PRESENTER: Brian Girardin, ESPN, Art Director

1:30 – 2:00 p.m. **BEHIND THE GRAPHICS PACKAGE: How the Los Angeles Rams Serve Up Content for SoFi Stadium's Infinity Screen**

The Samsung Infinity Screen at SoFi Stadium is unlike any other sports-venue display on the planet and, as a result, requires ultra-unique programming to serve fans at L.A. Rams home games. Get an inside look at how the Rams' creative team is blazing the trail for the next-generation of graphics and content — both on game day and beyond.

PRESENTER: Cory Befort, Los Angeles Rams, Senior Creative Director

2:00 – 2:30 p.m. **SPORTS GRAPHICS FIRESIDE CHAT: Inside the Innovation and Evolution of Fox Sports**

From the minute Fox Sports launched nearly three decades ago, it was apparent they were bringing a whole new look and feel to live sports coverage. In the years since, the Fox Sports Creative Services team has continued to revolutionize the sports graphics sector while establishing a style all their own. Fox Sports creative leaders sit down a Q&A to go inside their design philosophy, operational workflows, how they've seen the industry evolve, and what they see coming in the future.

MODERATOR: Tim O'Shaughnessy, ESPN, Creative Director;
2022 SVG Graphics Committee Chair

PANELISTS:

Michael Dolan, Fox Sports, SVP of Design

Gary Hartley, Fox Sports Creative Services, EVP and Creative Director

2:30 – 3:00 p.m. **BEHIND THE GRAPHICS PACKAGE: BBC Sport's Olympic-Sized Efforts for Tokyo 2020 and Beijing 2022**

From groundbreaking remote-production workflows to eye-popping virtual studios, BBC Sport innovated in a variety of ways for its coverage of the Tokyo 2020 and Beijing 2022 Olympic Games. After deploying a largely at-home operation that heavily leveraged virtual studios for its Tokyo 2020 coverage, BBC Sport unveiled a new VR studio for Beijing that took viewers from a mountainside log cabin to a virtual ski resort, and beyond. Get an inside look at how BBC Sport's virtual studio efforts for the two Olympics Games differed in their approach but ultimately resulted in the same end goal.

PRESENTER: John Murphy, BBC Sport, Creative Director, Motion

3:00 – 4:00 p.m. **WHAT'S NEXT?: NFTs, AR/VR, the Metaverse, and What's Coming Beyond the Broadcast**

The line separating the linear broadcast, streaming experience, and social interaction is blurring at an exponential rate. Hear from industry leaders how the broadcast-graphics tools of today could be used to create the immersive experiences of tomorrow.

PRESENTER: Zachary Binkley, Loyola University Chicago, Clinical Instructor,
Quinlan School of Business

PANELISTS:

Erik Beaumont, The Famous Group, Head of Mixed Reality

Tony Grillo, GreenPark Sports, Chief Strategy Officer

Kevin Lopes, ESPN, VP, Sports Business Development & Innovation and
ESPN Edge Innovation Center Lead

Josh Rush, SURREAL Events, Co-Founder and CEO

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CATCH UP ON VOD!

EVERY PANEL FROM THE IN-PERSON AND VIRTUAL EVENTS WILL BE AVAILABLE ON ON JUNE 7

The NHL Is Back on ESPN and TNT

New Workflows in the New Normal

NBC Olympics Dives into Tokyo 2020 Efforts and the Quick Turnaround for Beijing 2022

What's Next in Sports-Graphics Design?

Inside the CBS Sports Package Rebrand

What's New in AR/VR Graphics?

What's Next in Sports-Graphics Tech?

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