

# SPORTSOTT

a virtual forum **MARCH 29**

**Wednesday, March 29** (All times Eastern)

**1:00 – 1:05 p.m. WELCOMING REMARKS**

**1:05 – 1:40 p.m. SPORTS OTT FEATURED SPOTLIGHT: Bally Sports+ Elevates the In-Market Streaming Game**

Over the past year, in-market streaming of live games by regional sports networks has dramatically reshaped. At scale, no one has done it bigger than Bally Sports, bringing its direct-to-consumer subscription to its 19 markets nationwide. In addition to the unprecedented access to live games, what makes the Bally Sports+ product stand out? Chief Product Officer Michael Allen joins to break down the creative and business-led choices that built the service into what it is today.

**SPEAKER: Michael Allen**, Bally Sports, Chief Product Officer

**MODERATOR: Jason Dachman**, SVG, Chief Editor

**1:40 – 2:25 p.m. TECH FOCUS: The Business Case – Data, Personalization, and Monetization of Sports Streaming**

With maturation comes monetization and in the world of sports streaming, monetization comes from mining data and building personalized experiences for users. In this panel discussion, some of the industry's leading vendors share how they are seeing technology generate revenue, help acquire and (perhaps, more importantly) retain subscribers, and fuel the new business models being built across the live sports industry.

**MODERATOR: Jason Dachman**, SVG, Chief Editor

**PANELISTS:**

**Faisal Ishtiaq**, Comcast, Head of Media Analytics and AI Platforms

**Gio Punzo**, Streann Media, CEO

**Vijay Sajja**, Evergent, CEO and Founder

**Srini KA**, Amagi, Co-Founder and CRO

**2:25 – 2:40 p.m. CASE STUDY: Optimizing Media Operations; How Southern Cross Austereo Efficiently Manages its Media to Decrease "Off-Air" Time**

Presented by 

Southern Cross Austereo (SCA), one of Australia's leading media companies reaching more than 95% of the Australian population, owns and operates 99+ stations and airs the National Rugby League (NRL), the Australian Football League (AFL), and Cricket Australia Coverage. In this presentation, Keith Buckley, CEO of Xytech Systems, details how SCA decreased the amount of "off-air" time due to the dynamic nature of sports programming through implementing a centralized, end-to-end Media Operations Platform.

**PRESENTER: Keith Buckley**, Xytech Systems, CEO

**2:40 – 3:15 p.m. SPORTS OTT FEATURED SPOTLIGHT: National Lacrosse League's End-to-End Production For ESPN+**

Live streaming of sports is changing the game in more ways than simply distribution models. For many leagues and broadcasters, end-to-end remote and even cloud-based workflows are allowing for more production of live games than ever before. For some leagues, it means the ability to produce one's entire season of games. The National Lacrosse League joins the show to offer an in-depth look at the complete end-to-end remote production model that empowers the live streaming of the entire NLL season to viewers across the country on ESPN+.

**INTERVIEWER: Brandon Costa**, SVG, Director of Digital and Sports OTT Forum Program Director

**PANELISTS:**

**Ed Derse**, National Lacrosse League, Broadcast Operations and Technology Consultant

**Pedro Gargano**, Flowics, Customer Success Manager, U.S. & Brazil

**Craig Gorbunoff**, Grabby, Sales Engineer

**Ben Hayes**, BitFire Networks, Director, Client Services

**Kymberly Booth Higgs**, Dragonfli Media Technologies, Producer

**3:15 – 4:00 p.m. TECH FOCUS: The Essentials – Encoding, Latency, Monitoring, and Content Security**

As live sports streaming scales, the technological demands increase. What does that mean for encoders and the crowded codec landscape? How much closer to zero latency has technology gotten? In what ways are solutions becoming more sophisticated to protect your valuable live content from piracy? We'll tackle those questions and so much more in an important panel with some of the more cutting-edge vendors in the industry today.

**MODERATOR: Brandon Costa**, SVG, Director of Digital and Sports OTT Forum Program Director

**PANELISTS:**

**Michael Brown**, Fortinet, Field CISO

**Robert Erickson**, TAG Video Systems, VP, Live Production and Sports

**Kevin Parks**, Zixi, Senior Director, Field Engineering

**Bill Wishon**, Phenix Real Time Solutions, CPO

**4:00 – 4:30 p.m. SPORTS OTT FEATURED SPOTLIGHT: Super Stream Sunday – How FOX Sports Delivered Super Bowl LVII in 4K**

In all of American media, it doesn't get bigger than the Super Bowl. Streaming the game is a feat in itself. Streaming it in Ultra HD? That's a whole other conversation. For the second straight time that FOX Sports has carried the Super Bowl, the network streamed the game in 4K. How did they do it? What was improved from the last time they did it in 2020? What challenges did they face? And, most importantly, what was learned? Hear from those who worked behind the scenes on Super Bowl Sunday in this exclusive conversation.

**SPEAKER: Dilip Singh**, Fox Corporation, Senior Director, Video Engineering

**MODERATOR: Brandon Costa**, SVG, Director of Digital and Sports OTT Forum Program Director

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