AGENDA

LIVE, DIRECT AND DIGITAL: THE FUTURE OF SPORTS BROADCASTING

19 – 21 November, 2019
Meliá Castilla, Madrid, Spain
AGENDA
TUESDAY 19 November

11:00 - 16:00
Davis Cup morning session: Argentina v Chile
We’ve partnered with Kosmos Tennis to offer OTT Summit attendees 40% off full price on Davis Cup tickets!
Get in touch at events@sportspro-ott.com to purchase your ticket and enjoy the discount.

15:00 - 17:00
Olympic Channel Studio Tour
- Meet at 14:15
- Transportation provided
- Limited places available
To register your interest get in touch at events@sportspro-ott.com

17:00 - 19:00
Real Madrid Stadium Tour
Santiago Bernabéu Stadium
- Meet at 16:15
- Transportation provided
- Limited places available
To register your interest get in touch at events@sportspro-ott.com

20:00 - 00.00
Welcome drinks
AGENDA
Wednesday 20 November

08:00  Registration and networking coffee

09:00  Welcome remarks
- David Garrido, Broadcaster, Sky Sports

09:15  Thriving under madness
No annual tournament brings the drama of David vs Goliath or Cinderella moments like March Madness – 68 games jam packed into one month. Turner Sports has committed to developing their digital offerings to ensure the audience never misses a single a dunk or buzzer beater. This session will offer insights into how Turner Sport’s OTT services delivers all of the Madness.
• What challenges need to be overcome in order to deliver a flawless presentation of this scale to demanding consumers? What obstacles still exist and what plans are there to improve?
• Where does the OTT offering sit within the wider business? What is the balance between D2C, bundled services, and free content?
• How has optimising OTT services for mobile devices increased viewership and engagement from past tournaments?
  - Scott Doyne, SVP, Data Strategy & Insights, Turner Sports
  MODERATOR:
  - Sid Koohi, TV Sports Producer & Presenter

09:50  OTT saturation
OTT services are providing more individualised packages to consumers but with so many offers available, will there be a saturation point?
• Will consumers return to traditional bundled packages for convenience instead of having multiple individual subscriptions?
• What role will direct-to-consumer platforms look to play in the future media landscape?
• What impact has the growth of streaming services had on the international market?
  - Micky Lawler, President, WTA
  - Veronica Diquattra, EVP Southern Europe, DAZN
  - Sergio Oslé, President, Movistar+
  - Craig Hepburn, Head of Digital Transformation, UEFA
  MODERATOR:
  - Anna Chanduvi, Sports Media Partnerships EMEA, Facebook
10:30  Networking coffee

11:15  Delivering live sports at scale: Business and technology working together to thrive in the OTT world
Running live sporting events over IP is one of the biggest challenges in the OTT space, and also one of the biggest opportunities. Evan Vernon, Director of Product Management, walks through how to build the necessary technology infrastructure to manage live sports at large scale, across the globe.
• What are the key challenges to run live sporting events to every device in the world, and what should you be prepared for?
• What are best practices to monetise your live sporting events and how can technology support and enhance your monetisation plan?
• How does Comcast Technology Solutions builds and operate technology to maintain scale, performance, and user experience in the OTT landscape?
- Evan Vernon, Director of Product Management, D2C Services, Comcast Technology Solutions

11:45  How Formula 1 is seizing the OTT opportunity
In this keynote address, Formula One's global head of digital Frank Arthofer will chart the ongoing digital evolution of F1 under the ownership of Liberty Media – revealing, in particular, how the OTT platform F1 TV will energise global fan communities through unique content and delivery.
• How is F1 evolving to meet the needs of fans and create a 21st century sporting experience?
• How is F1 attracting new global audiences via their direct-to-consumer OTT platform?
• Does F1 expect greater integration of linear and digital services in the future?
- Frank Arthofer, Global Head, Digital Media & Licensing, Formula One
MODERATOR:
- Italo Zanzi, Co-Founder, TrustyLux

12:20  Lunch
Evaluating YouTube’s sports strategy

Just as over-the-top (OTT) presents an evolution of traditional media, YouTube appears to be adapting, too, not only as a bona fide streaming platform, but also as a space where both linear and direct-to-consumer (D2C) content distributors share common ground.

- How does YouTube try to position itself in relation to the more established sports broadcast players?
- How is YouTube working with content creators and what role do they play within the sports world?
- What do broadcasters like Sky Sports gain from making premier content free on YouTube?
- What value do rights holders receive from partnering with YouTube on their live coverage?

- Tomos Grace, Head of Sport, EMEA, YouTube

MODERATOR:
- David Garrido, Broadcaster, Sky Sports

5G and the future of live sports

With 5G and other technological advances being rolled out, what were once possibilities that could become realities.

- How will 5G and other technology allow fans to experience game day from anywhere they want?
- What new features will be available to enrich the streaming experience?

- Fernando Garcia, Huawei Video Director, Huawei Technologies
- Matt Stagg, Director of Mobile Strategy, BT Sport
- Thierry Fautier, VP, Video Strategy, Harmonic
- Markus Buser, Senior Manager Innovation, Vodafone

MODERATOR:
- Maria Rua Aguete, Executive Director, Media, Service Providers & Platforms, IHS Markit

beIN Sports and Irdeto on how to implement an effective anti-piracy strategy

With today’s rapid advancements in technology, pirates can steal and redistribute content more easily than ever before. beIN’s Head of Anti-Piracy and Irdeto’s Vice President of Cyber Services will explain the components of an effective anti-piracy strategy, detail their leading efforts in the fight against global piracy, and call on the industry to come together and take on this threat.

- What effect does piracy have on the live sports industry?
- Why do content distributors and rights holders need to take a holistic approach to protect their content?
- How can you successfully investigate large-scale pirate networks?

- Mark Mulready, VP, Cyber Security, Irdeto
- Cameron Andrews, Senior Legal Counsel, Anti Piracy, beIN Media Group
Social disruptors
As social media platforms continue to acquire further media rights for live sporting events, how will this affect traditional linear TV, as well as OTT? What can social media platforms offer in addition to pre-existing OTT services to offer an enhanced viewing experience for consumers?

- Aneesh Madani, Global Head of Digital Partnerships, IOC
- Simone Tomassetti, Head of Sports Partnerships, Southern Europe, Twitter
- Gareth Capon, Chief Executive, Grabyo
- Louisa Clark, Head of Business Development & Broadcast Partnering, BT Sport

Moderator:
- Carlo de Marchi, Group Chief Evangelist, Deltatre

Successfully bringing sports directly to consumers
What does it take to launch a fully-fledged sports video service with global reach in reality? How do you bring live content to multiple platforms? What are the challenges and opportunities in setting up a direct-to-consumer OTT platform? What are the optimal business models and how do you ensure the best possible user experience? The session will present a best practice approach in D2C sports distribution through OTT, exemplified with an exclusive first look at Whited - The World’s First Global Streaming Service for Women’s Football.

- Steve Russell, Head of Media Management & OTT Portfolio, Red Bee Media
- Tobias Osmund, CEO, Spring Media

Moderator:
- Steve Russell, Head of Media Management & OTT Portfolio, Red Bee Media
- Michele Gosetti, Head of Global Sales, Eurovision Services
- George Aivazoglou, VP, Marketing, Eurosport
- Jason Angelides, Executive Director, Technology and Product, Comcast

Moderator:
- Ashling O’Connor, Partner, Media & Entertainment, SRI

Broadcasting in a multi-platform, tech-savvy world
- What are the most important components of delivering a great viewing experience?
- What will drive adoption and growth: compelling content or quality of experience?
- How are wider trends in viewer behaviour and storytelling identified and incorporated into broadcast strategies?

- Stuart Newton, VP Strategy, Business Development, Telestream
- Michele Gosetti, Head of Global Sales, Eurovision Services
- George Aivazoglou, VP, Marketing, Eurosport
- Jason Angelides, Executive Director, Technology and Product, Comcast

Moderator:
- Ashling O’Connor, Partner, Media & Entertainment, SRI

15:00 Coffee break
### Maintaining engagement
- Passive viewing experiences are no longer enough in the digital broadcast environment.
- What additional features are keeping consumers engaged and subscribed to their services?
- In what ways are rights holders and broadcasters working together to maximise reach and revenues through OTT content delivery?

- Les Wigan, CCO, Kayo Sports
- Bhavesh Patel, Chief Digital Officer, beIN Media Group
- Marcel Hasenrader, CEO, NativeWaves
- Adam Nightingale, SVP Commercial & OTT, Deltatre

**MODERATOR:** Ronan Joyce, Strategic Partner Manager, Sports, Facebook

### VIP treatment
- Content options are boundless, but consumers crave exclusive content. How should sports clubs approach exclusive content?
- Do subscription-based services offer value, or sharable content the right way to maximise reach and revenue?

- Chris Welsh, SVR Broadcast & OTT, EMEA, MPP Global
- Naba Imaz, Digital CTO, Mediapro
- Roger Brosel, Head of Content & Programming, LaLiga

**MODERATOR:** Chris Hunt, Consultant, CJ Hunt Consultancy

### Piracy forcing innovation
The presence of piracy is one that will always likely annoy rights holders and broadcasters. However, the music industry provides an example in combating piracy by producing a product that is cost friendly. How could piracy force OTT platforms to innovate and offer a price to fend off illegal streams?

- Jean-Philippe Plantevin, VP, Anti-Piracy, NAGRA
- Chris Tyas, Head of Digital Projects, Eleven Sports
- Vincent Helluy, Global Content Protection Partnerships, CANAL+ Group

**MODERATOR:** Sid Kohli, TV Sports Producer & Presenter

---

### How Bleacher Report and House of Highlights teamed up to take over Instagram
House of Highlights started as a homebrew NBA clips channel that became one of the most influential pages in Instagram history. As the brand evolves, House of Highlights is applying the unique lessons of that success to better serve fans wherever it finds them, executing a strategy across platforms to position themselves as the industry-leading brand for the Gen Z sports fan.

- Nyerr Parham, Director, Strategy & Brand, House of Highlights
- Drew Muller, Senior Manager, Business Operations & Strategy, House of Highlights

### Serving specialist audiences
The OTT sector has created a range of opportunities to serve narrower, more dedicated audiences more deeply. But what do core fan groups expect that they can’t find in a more generalist product and what’s the best way of providing more value? What role can personalized search and discovery play in differentiating user experiences? And how can connected metadata and IDs around sports programming enable specific audiences to easily find and watch the events, teams and athletes they’re most interested in?

- Mark Parkman, General Manager, Olympic Channel
- Ralfus Hack, Chief Content Officer, European Tour
- Simon Miller, Global Director, Sports, Gracenote
- Rob Mitchell, Program Lead, The FA Player, The FA

**MODERATOR:** Leigh Walsh, Digital Strategy & Content Consultant, Livewire Sport

### Protecting your OTT platform from live broadcast issues
OTT is changing the business of live broadcasting, but what strategy is needed, and what practices should be employed, to reduce live broadcast issues? What can new OTT operators learn from the broadcast challenges from the past.

- Victoria Cotton, Executive Editor, Live Streaming, BBC Sport
- Jeff Gilbert, VP, Strategy & Business Development, Qwilt
- Franck Chevalier, Director of Solutions Engineering, Limelight Networks
- George Bucur, FIBA, 3x3 Head of TV Production, FIBA

**MODERATOR:** Jason Thibeault, Executive Director, Streaming Video Alliance
16:35 Coffee break

17:00 How the NBA drove fan engagement through innovative OTT experiences
Perhaps no league in world sport has the same reputation for digital exploration as the NBA. From microtransaction-based access to live games to interactive features and creative partnerships with social giants, it has been pushing the envelope in ways the whole industry can learn from.

- With consumers constantly looking for maximum value, how has offering multiple buying options on the OTT platform enhanced the viewing experience?
- What has the NBA done with its subscription service to offer the greatest user experience for those who don't watch live?
- Consumption of NBA content continues to grow on mobile devices. What is the NBA doing to offer a unique and enhanced experience for viewers using mobile?

- Melissa Brenner, EVP, Digital Media, NBA
MODERATOR:
- Jeff Nathenson, MD, International, Whistle

17:30 Tennis Channel's global expansion
Tennis Channel is the only 24-hour broadcast television and online streaming network dedicated to the sport and lifestyle of Tennis. Owned by Sinclair Broadcasting Company, which is now the home of 20+ regional sports networks as well as 190+ television stations, Tennis Channel is setting its sights on global expansion through the launch of its Tennis Channel International OTT service.

- What challenges and opportunities are unique to tennis when it comes to building a global media business?
- What is the nature of Tennis Channel's partnership with Sportradar? How will Sportradar's leadership position in sports data and sports betting positively impact the content offering?
- How does Tennis Channel see the OTT product evolving over time?

- Rainer Geier, MD, OTT & Digital Services, Sportradar
- Andrew Reif, SVP International, Tennis Channel
MODERATOR:
- Eoin Connolly, Editor-at-Large, SportsPro

18:00 #SPOTT Aperitif

20:00 Bernabéu networking drinks
- Transport provided
- Real Café Bernabéu
# AGENDA
Thursday 21 November

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00</td>
<td>Registration and networking coffee</td>
<td></td>
</tr>
<tr>
<td>08:50</td>
<td>Welcome remarks</td>
<td>David Garrido, Broadcaster, Sky Sports</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>09:00</td>
<td>How LaLiga is using artificial intelligence to leverage growth</td>
<td>José Carlos Franco García, MD of BI &amp; Analytics, LaLiga</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>09:30</td>
<td>How WWE is using social and OTT platforms to evolve sports consumption</td>
<td>John Brody, EVP, Global Sales &amp; Head of International, WWE</td>
</tr>
</tbody>
</table>

**Moderator:**
- Lewis Wiltshire, Consulting Partner, Seven League
10:05 UFC FIGHT PASS in the OTT octagon

UFC FIGHT PASS, the world’s leading digital subscription service for combat sports is a pioneer of direct-to-consumer OTT. Live streaming over 300 fight cards annually, with 1,200 hours of action in more than 200 countries and territories, UFC is continually making strides to enhance their robust streaming offering, alongside their technology partner, Endeavor Streaming.

- How has FIGHT PASS sustained perpetual growth?
- What challenges and opportunities are present in the digital space?
- What’s next for the MMA powerhouse?

- Peter Bellamy, SVP, Partnership Strategy, Endeavor Streaming
- Crowley Sullivan, VP & GM, UFC FIGHT PASS

MODERATOR:
- Nick Meacham, MD, SportsPro

10:40 Networking coffee

CONFERENCE BREAKS INTO THREE ROOMS

STUDIO 1

Attention deficit

- Major leagues and federations are more aware than ever of the value of a consumer’s time. Whether through shorter formats like Twenty20 cricket and 3X3 basketball, or play clocks in tennis and MLB, rights holders are working hard to hold fans’ attention.
- In a busy world, what is the best way of shaping the action to hook consumers?

- Aviv Amor, CEO & Co-Founder, WSC Sports
- Andreas Heyden, CEO, DFL Digital Sports
- Tony Singh, Chief Commercial Officer, ECB
- Jane Sykes, Head of Digital, ITV

MODERATOR:
- Charlie Beall, Consulting Partner, Seven League

STUDIO 2

WHAT’S ON DAZN? Delivering best in class OTT experiences

DAZN is sport’s most influential pure OTT player and one of the fastest-growing broadcasters on the planet. One thing it has learned fast is that stability, reliability and usability are as important as content in creating experiences that fans will truly value.

- How does DAZN manage 25,000 live sports events per year across multiple countries?
- How has partnering with MEDIAGENIX contributed in streamlining and resolving broadcast management issues?
- How does DAZN ensure that the subscriber receives the correct content in the correct language at the right time?

- Scott Ferguson, Head of Central Programming, DAZN
- Nick Couck, Business Development Manager, MEDIAGENIX

MODERATOR:
- Eoin Connolly, Editor-at-Large, SportsPro

STUDIO 3

Data cultivation

Data is the world’s most valuable asset. OTT services offers a wealth of data. How can rights holders and broadcasters leverage data to enhance their services? Where can data from OTT be applied to other revenue streams?

- Caleb Weinstein, Director, Sport, Media, & Entertainment, Google Cloud
- Scott Rose, SVP Product, Encompass
- Charlie Johnson, VP, UK & Ireland, Digital Element

MODERATOR:
- Italo Zanzi, Co-Founder, TrustyLux
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 12:00 | Game, set and match: The new rules for sports broadcasting – reinventing the French Open Grand Slam  
  In 2019, France Televisions took a bold step by making the iconic French Tennis Open (Roland-Garros) tournament freely available to the public on its OTT and social channels - clearly showing a new era for broadcasting sports tournaments.  
  • How did France Television achieved jaw-dropping incremental audience numbers and a true omni-channel presence?  
  • How can broadcasters and sports rights owners distribute more content and reach more people than ever before?  
  • How can technology innovation and business model innovation work together in sports?  
  - Matthieu Loreille, CMO, Wildmoka  
  - Raphael Goldwaser, Video Architect, France TV |
|       | Esports for wider audiences, how to claim the millennials for your channels  
  • What can traditional sport learn from the esports playbook?  
  • Which unique features of esports streaming platforms make sense for non esports content offerings?  
  • What are the marketing and user best practices for launching, growing and converting fans into subscribers?  
  - Torsten Haus, VP, Global Media Rights & EsportsTV, ESL |
|       | Protecting IP  
  • While technology has helped bring sports to consumers’ fingertips more conveniently than ever before, piracy now presents a growing threat to rights holders and broadcasters.  
  • How is this being combated and what more can be done to protect IP in the digital sphere?  
  - Abigail Roos, Group Strategy Manager, Anti-Piracy, Sky  
  - Holger Blask, EVP Audiovisual Rights, DFL  
  - Simon Hanna, Regional VP, EMEA, Friend MTS  
  - Jean Marc Racine, CPO, Synamedia  
  MODERATOR:  
  - Maria Rua Aguete, Executive Director, Media, Service Providers & Platforms, IHS Markit |
| 12:35 | Lunch |
13.40

**Eleven Sports OTT strategy in Portugal**

Eleven Sports has been exploding into multiple territories in recent years, with an agile set of strategies producing different results in different markets. In Portugal, a localised approach is paying dividends in the OTT and linear space.

- What took Eleven Sports to Portugal and what matters in the country's media market?
- In what ways does Eleven Sports' strategy in Portugal differ to other territories and why?
- What have been the key learnings when launching OTT services in multiple markets?

**The OTT imperative**

Change is the only constant in the OTT market. Your audience, competitors and tech stack are constantly changing. Staying one step ahead means understanding what drives these changes and creating a strategy for the long term while staying agile.

- How to launch premium OTT experiences with flexible monetisation options, beyond AVOD and SVOD, faster than ever before?
- How to deliver premium experience viewers expect with speed and ease?
- How to use data and technology to build fan engagement and minimise churn?

**OTT and D2C sports – all the key facts, and what they mean for the industry**

A primer on all you need to know about the leading OTT sports players, their rights, customers, and success factors: how are OTT sports players currently performing – how many subscribers have signed up, and what sort of money is being made?

- Case Study: What does break-even look like for a player like DAZN, and how does this vary across markets?
- Who are the audiences and how do they differ from pay TV and free TV – and should this change the way sports bodies think about licensing to OTT?

**Case Study: What does break-even look like for a player like DAZN, and how does this vary across markets?**

- As new streaming players enter the market, what are the commercial opportunities for sports bodies themselves in D2C?
- Which rightsholders are exploring D2C models?
- How do the D2C economics of Tier 1 sports rights stack up? Is D2C a replacement for, or complementary to, existing rights deals?
- Is the real opportunity in D2C actually the out-of-market and Tier 2 rights space?

**Jorge Pavão Sousa, MD, Portugal, Eleven Sports**

**Dan Steele, Director of Account Management, Brightcove**

**Minal Modha, Head of Consumer Research, Ampere Analysis**

**Alexios Dimitropoulos, Senior Analyst, Ampere Analysis**
<table>
<thead>
<tr>
<th>14:15</th>
<th><strong>Ad stream</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Commercialising OTT services via ads presents opportunities and challenges compared to the TV well proven advertisement model. How are OTT providers approaching these and creating great propositions for advertisers?</td>
</tr>
</tbody>
</table>

- Yonatan Matalon, Strategic Partner Lead, UK & Ireland, Broadcast & Entertainment Partnerships, Google
- Ariff Sidi, CPO, Verizon Media
- Elizabeth Corbin, Head of Advance Advertising, Advertising, Sky
- Pete Burnought, SVP Media, EMEA, DAZN

**MODERATOR:**
- Tim Westcott, Director, Channels & Programming, #IS Markit

<table>
<thead>
<tr>
<th>14:15</th>
<th><strong>Esports - the blueprint for sports OTT platforms?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The dizzying growth of the esports industry continues to draw the attention of traditional sport but, in the broadcast space in particular, it is important to learn the right lessons. Between shared viewing, a greater number of distribution points, and massive concurrent audiences, esports OTT platforms are finding solutions to problems that all broadcasters must face.</td>
</tr>
</tbody>
</table>

- Nicolas Maurer, CEO & Founder, Team Vitality
- Amanda Lawson, Global Head of Content, Gfinity
- Pontus Eskilsson, Director of Partnerships, EMEA, Twitch

**MODERATOR:**
- Kirsty Endfield, Founder & Director, Swipe Right PR

<table>
<thead>
<tr>
<th>14:15</th>
<th><strong>How to reduce latency and improve the fan viewing experience</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• What are the challenges and opportunities for sport streaming in terms of latency reduction?</td>
</tr>
<tr>
<td></td>
<td>• What is needed to ensure the success in the OTT distribution of live sports?</td>
</tr>
<tr>
<td></td>
<td>• What different ways are there for monetising sports rights for delivery?</td>
</tr>
</tbody>
</table>

- Russell Byrne, Head of Digital, EFL
- Bill Gash, EMEA Sales Director, CSG
- Lee Chen, Head of Streaming & Cloud, Fastly

**MODERATOR:**
- Sid Kohli, TV Sports Producer & Presenter

<table>
<thead>
<tr>
<th>14:45</th>
<th><strong>Networking coffee</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>15:20</th>
<th><strong>Gen Z is never subscribing to your OTT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>There are one billion Gen Z global sports fans but as mobile first, cord-nevers, fewer and fewer of them watch live sports. So what are they doing and how does Overtime plan to capture them all?</td>
</tr>
</tbody>
</table>

- Dan Porter, Founder & Chief Executive, Overtime

**MODERATOR:**
- Charlie Beall, Consulting Partner, Seven League
15:50 **Taking sport to the cloud: how AWS customers are transforming the fan experience**

In the drive for innovation in engagement and the viewing experience, sports clubs, leagues, broadcasters and rights holders are embracing the cloud to reach fans and innovate faster. AWS Machine Learning services have been used to analyse race performance and predict overtakes in F1, while MLB Statcast AI and NFL Next Gen Stats are taking fans deeper into the game than ever before. In this closing keynote address Simon Frost, Head of EMEA Media Marketing at AWS, will reveal how AWS customers and partners are transforming the way we watch sport.

- Building OTT services that scale to the demands of the biggest events
- The role of AI and ML in deepening fan engagement
- Connecting with fans through live social video production

- Simon Frost, Head of EMEA Media Marketing, AWS

---

16:20 **End of event - Networking drinks**

19:00 **SportsPro OTT Awards**