



SPORTS GRAPHICS

DESIGN • DATA • AR

a virtual
forum
**MARCH
24-25**

Thursday, March 25 (All times Eastern) Data Visualization, Augmented Reality, and Betting

1:00 – 1:30 p.m. AUGMENTED REALITY SPOTLIGHT: Univision's TUDN AR Package and Virtual Fans

At the tail end of 2019, Univision Deportes and Grupo Televisa launched an initiative to brand the two companies together as TUDN. In the months since, the TUDN brand has continued to innovate its on-air graphics package with augmented reality at the forefront. Get an inside look at how TUDN is using AR to provide viewers with a more immersive and compelling experience.

PRESENTERS:

Eduardo Ledesma, TUDN Mexico, Director, Technical Operations, Sports
Alexis Salinas, Univision Deportes, Senior Director, Technical Creative Services

1:30 – 2:30 p.m. AR, MR, AND XR: Broadcasters Create a New 'Reality' on the Field, in the Studio, and in the Stands

Presented by **ROSS** silverspoon

Whether augmented reality, mixed reality, or extended reality, the role of virtual elements in live sports broadcasts and studio shows has never been more vital. Hear how the use of AR is evolving and how broadcasters are leveraging these technologies to create a more immersive and compelling viewing experience.

MODERATOR: Jason Dachman, SVG, Chief Editor;
2021 Sports Graphics Forum, Program Director

PANELISTS:

Charlie Collin, ESPN Creative Services, Senior Manager, Motion Graphics and Production Enhancements
Warren Drones, Epic Games, Senior Product Specialist
Gideon Ferber, Ross Video, Director, Product Management and Business Development, Virtual Solutions
Dan Pack, Silver Spoon Animation, Founding Partner and Managing Director
Emily Stone, Girraphic, Real-Time Production Manager

2:30 – 2:50 p.m. VIRTUAL ADVERTISING SPOTLIGHT: ESPN's Virtual Sponsorship at The MLS Is Back Tournament

ESPN teamed up with Major League Soccer to develop virtual advertising and in-program enhancements for the league's national and international television broadcasts for the MLS is Back Tournament in Florida in July. ESPN's graphics team goes inside how they pulled off this complex project on an ultra-short timeline.

PRESENTERS:

Charlie Collin, ESPN Creative Services, Senior Manager, Motion Graphics and Production Enhancements
Michael "Spike" Szykowny, ESPN Creative Services, Senior Director, Motion Graphics and Production Planning

2:50 – 3:00 p.m. SPORTS GRAPHICS Q&A WITH FOX SPORTS' ZAC FIELDS

Since its launch more than 25 years ago, few media outlets have made a more indelible impact on the sports-graphics landscape than Fox Sports. SVG sits down with SVP of Graphics Technology and Integration Zac Fields to get an update on the latest graphics innovations and technologies coming out of Fox Sports.

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

INTERVIEWEE: Zac Fields, Fox Sports, SVP, Graphics Technology and Integration

3:00 – 3:45 p.m. DATA VISUALIZATION: How Data and Virtual Graphics Combine To Tell the Story

Presented by **SMT** CHANGING THE GAME

With all four major U.S. sports leagues operating their own player-tracking systems, broadcasters have more data at their fingertips than ever for producing live game presentations for fans. Meanwhile, today's sports viewers are hungrier than ever for deep-dive statistics and metrics on the action. Learn how live-sports producers craft the story of the game by integrating live and historical data into compelling graphics for the broadcast.

MODERATOR: Kristian Hernandez, SVG, Associate Editor and Social Media Manager

PANELISTS:

Lee Brinson, SMT, VP, Client Services, Durham Division
Jason Cohen, CBS Sports and CBS Sports Network, VP, Remote Technical Operations
Melanie Murphy, Freelance, Broadcast Producer and Digital Data Consultant

3:45 – 4:10 p.m. SPORTS BETTING SPOTLIGHT: NBC Sports Edge BetCast Coverage of the PGA Tour

In February, NBC Sports, the PGA Tour, and PointsBet debuted NBC Sports Edge BetCast — the first-ever betting companion show for a PGA TOUR event. The live second-screen experience on Peacock Premium featured data-rich companion graphics, highlighting players' scores and position, odds on props, and integration of tournament leaderboards and odds. NBC Sports' graphics team provides an inside look at how the BetCast came to be and how building graphics for a betting-focused presentation differs from a traditional broadcast.

PRESENTER:

David Melfi, NBC Sports Group, Director, Graphics Integration

4:10 – 4:30 p.m. Live Speaker Q&A and Networking Zoom Room — [CLICK HERE TO JOIN!](#)

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