

SPORTS OTT

a virtual forum **APRIL 29**

Thursday, April 29 (All times Eastern)

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

1:05 – 1:55 p.m. **AS STREAMING SCALES:
The State of the Sports OTT Industry**

Presented by **eluvio** 

In sports streaming, the lineup of power players is becoming more defined and the technology continues to mature. What is the current state of sports streaming, how is it blending more with the entertainment industry, and when will performance and viewership continue to creep closer to its linear counterpart? Leaders in the field share their thoughts.

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

PANELISTS:

Eric Black, NBCUniversal, SVP, Sports & Entertainment Technology
Scott Goldman, Verizon Media, Director of Product Management
William Mao, Octagon, VP, Global Media Rights, Consulting Division
Michelle Munson, Eluvio, Co-Founder and CEO

1:55 – 2:15 p.m. **FEATURED DEEP DIVE:
NCAA March Madness Live**

This year's edition of NCAA March Madness Live was the product of a complete platform re-design. What major changes were made and how does this version of the app reflect the newest trends in the OTT industry?

MODERATOR: Brandon Costa, SVG, Director of Digital

SPEAKER: Hania Poole, Turner Sports, SVP of Digital

2:15 – 3:00 p.m. **OTT 2.0: The Cloud, Automation,
Monitoring Drive Sports Streaming Efficiency**

Presented by **fastly**  

With larger audience and year-round subscriber bases and a greater portfolio of live events to support, what are sports content distributors leaning on to scale up their offerings? From delivery through the cloud to APIs and SDKs to streaming protocols to more advanced and hands-on monitoring, what tools, layers, and services are taking live sports streaming into the new generation?

MODERATOR: Chris Wagner, OTT Advisors, Managing Partner

PANELISTS:

Paul Briscoe, TAG Video Systems, Chief Architect
Andrew Broadstone, Zixi, Senior Director of Product Management
Jason Byrne, FloSports, VP, Engineering
Jim Hall, Fastly, Senior Sales Engineer
Steven Thorpe, Fox Corporation, VP, Video Platforms

3:00 – 3:20 p.m. **FEATURED DEEP DIVE:
Fan Controlled Football League**

When it comes to living on the bleeding edge in live viewership engagement, there are few bolder entities today in sports than Fan Controlled Football. How can this unique league offer a look at what's to come in the world of live sports consumption?

MODERATOR: Jason Dachman, SVG, Chief Editor

SPEAKERS:

Patrick Dees, Fan Controlled Football (FCF), Co-Founder, Chief Gaming Officer, and FCF Broadcast Team Analyst
Chris Pantoya, Fan Controlled Football (FCF), Chief Commercial Officer and Head of Strategy

3:20 – 3:40 p.m. **FUTBOL ON THE FRONTLINES:
LaLiga's Continued Fight For Live Content
Protection**

Few sports entities on the planet have been more aggressive in the defense of their live content than the top flight soccer league in Spain, LaLiga. In this one-on-one conversation, we get the latest updates in the fight against piracy with LaLiga's Global Content Protection Manager Juan Rotger.

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

SPEAKER: Juan Rotger, LaLiga, Global Content Protection Manager

3:40 – 4:00 p.m. **INSIDE FACEBOOK'S NEW
MONETIZATION TOOLS**

Live sports in an OTT environment is growing up and there's more opportunity than ever to drive genuine revenue through digital distribution. Facebook's Ben Berchuck gives a deep look at the social giant's latest developments in video monetization tools through the sports lens.

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

SPEAKER: Ben Berchuck, Facebook, Sports Programming & Partnerships

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

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