

Day 2 | Thursday, July 29

All times Eastern

1:00 – 1:05 p.m. WELCOMING REMARKS

1:05 – 1:30 p.m. DAY 2 KEYNOTE CONVERSATION: MLB Archive Initiatives - Unlocking the Value

Adam Japhet from Major League Baseball discusses the ongoing Baseball Media Archive Migration project designed to preserve, curate, and monetize baseball's historical media archives, including a reflection on COVID's impact on the '20 season, the latest technology developments around digital storage, and the opportunities and challenges associated with multi-site multi-PB scale storage architectures.

MODERATOR: Tab Butler, SVG Sports Content Management Committee, Chairman

SPEAKER: Adam Japhet, Major League Baseball, Senior Director of Corporate Infrastructure

1:30 – 2:15 p.m. ABSTRACTION IN THE WORKFLOW: How the Next Generation of Tools Could Impact Multi-Cloud Environments

As the industry evolves into a hybrid of storage/compute across multiple clouds, on-premises locations, and technologies, the tools to monitor and administer these complex ecosystems become critical to maintaining uptime and simplicity of operations. Tech leaders from leagues, broadcasters, and vendors explore approaches that simplify the complexity.

MODERATOR: Erik Weaver, Entertainment Technology Center at the University of Southern California (ETC), Senior Consultant

PANELISTS:

Tridib Chakravarty, StorageDNA, President and CEO

Dave Klee, A+E Networks, VP, Strategic Media Solutions

Chris Scoggins, Activision Blizzard Esports, Senior Manager, Platform Operation - Global Broadcast

2:15 – 3:00 p.m. AI AND ML: The Modern Age of Automated Metadata Assignment, Content Discovery, and Quick-Turnaround Highlights

Automation in metadata capture, facial/visual recognition, and speech-to-text has revolutionized the content-creation ecosystem in recent years. Sports-content creators are exploring ways to capitalize on advances in artificial intelligence (AI) and machine-learning (ML) engines while bringing more value to the content. Sports-production leaders and AI experts take the stage to discuss the role these emerging technologies have on your content ecosystem, the workflow advantages they provide, and the obstacles you may face.

MODERATOR: Tab Butler, SVG Sports Content Management Committee, Chairman

PRESENTERS:

Padraic Boyle, MLB Advanced Media, Senior Director, Enterprise Media

Anne Graham, Turner Sports Library, Assistant Manager, Media Management

Dustin Myers, Fox Sports, SVP, Production Operations

Shane Warden, ATP Media, Chief Technology Officer

3:00 – 3:45 p.m. TECH FOCUS:

Media-Asset Management and Orchestration Tools

Today's sports-media organizations require sophisticated MAM systems and orchestration tools to manage burgeoning content libraries and cope with the countless distribution outlets they serve. MAM- and orchestration-software providers discuss how they have confronted unique challenges presented by the pandemic and created products and workflows to streamline media management for content creators.

MODERATOR: Jason Dachman, SVG, Chief Editor and SCM Forum Program Director

PANELISTS:

Nick Ashwin, Imagen, VP of Sales, North America

Alan Dabul, Ross Video, Product Manager, Primestream

David Rosen, Sony Imaging Products & Solutions - Americas, VP, Cloud Applications and Solutions

Ryan Servant, Quantum / CatDV, Business Development Manager

3:45 p.m. LIVE SPEAKER Q&A AND NETWORKING ZOOM ROOM

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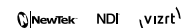
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