March 3, 2021

2:00 PM

**SPOTT USA Welcome - Day 1**
Join us as our host Kay Murray welcomes you to the SportsPro OTT USA Virtual Summit and takes you through key 'not to be...

- stage-1
- insights
- Kay Murray · ESPN

2:15 PM

**Leading the way for fuboTV**
After a record year and IPO how are fuboTV looking to go even further in 2021? How are fuboTV looking to incorporate...

- stage-1
- keynote
- David Gandler · fuboTV
- Nick Meacham · SportsPro Media

2:30 PM

**Growing soccer in the US**
Is soccer’s growing popularity in the US translating into premium value for broadcast rights? What is the potential...

- stage-2
- panel
  - Seth Bacon · MLS
  - Eric Conrad · TUDN
  - Robert Klein · Bundesliga International
  - Sid Kohli · –

strategy
The quest for eyeballs: Driving engagement in the digital age

How are sports properties working to attract and engage tech-savvy sports fans today? What are challenges and...

 tech-stage
 panel
 Jeff Volk · Deltatre
 John Kosner · Kosner Media
 Adam Ware · Sinclair Broadcast Group
 Rachel Jacobson · Drone Racing League

How will gambling affect the OTT and broadcast industry?

How is the legalization of US sports betting changing business and content strategies? What is the earning potential from...

 stage-1
 panel
 Adam Davis · HBSE
 Nicolina O’Rorke · NBC Sports Group
 Keith Wachtel · NHL
 Sara Slane · Slane Advisory

content
3:30 PM  The evolving fan: New experiences to drive engagement
How do you expand your reach through social channels and drive potential subscribers? What are the current best...

[stage-2]
[panel]
Danita Johnson · DC United
Bo Han · Buzzer
TJ Adeshola · Twitter
Sam Farber · NBA

3:45 PM  Transforming the economics and operation of global sports distribution
Learn how cloud based solutions can be used to rapidly and reliably distribute premium sports content across the globe...

[tech-stage]
[tech-showcase]
Kris Barker · Arqiva

4:15 PM  Building the Professional Fighters League's innovative media strategy
What led PFL to developing a streaming platform and how it is being executed? What role does data play across PFL’s...

[stage-1]
[keynote]
Jeff Nathenson · Whistle
Peter Murray · Professional Fighters League
Data with a purpose at the International Bowling Federation

In this showcase, you will find out how the International Bowling Federation (IBF) and US-based intelligent...

tech-stage
tech-showcase

Chris Neilson · International Bowling Federation
Erik Bjontegard · Spark Compass – Total Communicator Solutions, Inc.

Speaker Q&A with... Bo Han

Join us for this special insights session with Bo Han from Buzzer. Ask Bo questions that he couldn't get to on his panel session...

stage-2
insights
Bo Han · Buzzer
Tom Bassam · SportsPro

Driving growth and avoiding churn

How do you market your OTT platform and grow awareness? What can you do to keep subscribers from leaving? How...

stage-1
panel
Sam Carp · SportsPro
Mitch Poll · NWSL
Chris Marinak · MLB
Chelsey Rushworth · InPlayer Ltd
**Future prospects**

What do emerging consumption trends mean for the future of sports broadcasting? Does sport have a Gen Z problem? …

- stage-2
- panel
- Zachary Leonsis · Monumental Sports Network
- Dev Sethi · Instagram
- Michael Pankowski · Crimson Connection
- Mark Beal · Rutgers University

**Engaging fans with targeted video experiences**

Competition for your fan’s time is at an all-time high - sports clubs, leagues and broadcasters are looking for ways to up...

- tech-stage
- tech-showcase
- Bruce ("Zip") Zieper · SOUTHWORKS
- Brian Ring · Ring Digital

**The future of live streaming: How broadcasters are automating production**

In this showcase, we'll cover how broadcasters and Spiideo automatically streamed 10,000+ hours of sports in the month …

- tech-stage
- tech-showcase
- Emil Hansson · Spiideo
6:15 PM
7:00 PM

**Optimizing highlights**
How should live and highlights coexist? Can highlights ever really be more valuable than live? How can new...

- stage-1
- panel
  - Shaka Arnon - WSC Sports
  - Tim Clark - NASCAR
  - Jon Cruz - YouTube
  - Charlie Beall - Seven League

6:30 PM
7:15 PM

**Building an effective strategy to tackle piracy**
What role does technology play in this battle? How do you measure the damage from pirated content? What lessons...

- stage-2
- panel
  - Adam Neuman - Big Ten Conference
  - Minal Modha - Ampere Analysis
  - Avigail Gutman - Synamedia

6:30 PM
7:15 PM

**Ensuring Consistency and Reliability of Streaming at Scale**
What is the importance of having a content delivery network capable of performing to scale? How can broadcasters and...

- tech-stage
- panel
  - Jeff Gilbert - Xstep, Ltd.
  - Brandon Farley - Streaming Global
  - Chris Xiques - ViacomCBS
  - Raul Aldrey - MediaKind
**UFC and Maximi<e1>ng Broadcast Opportunity**

How are the UFC approaching their content distribution strategy between D2C, PPV, and partnerships like the one with...

- stage-1
- keynote

  Eoin Connolly · SportsPro
  Lawrence Epstein · UFC

**Blurred lines: The intersect of traditional sports and gaming**

How has esports welcomed an influx of viewers from traditional sport? How are the esports and traditional sports broadcasts...

- stage-2
- panel

  Jeff Eisenband · Broadcaster
  Brent Koning · EA SPORTS FIFA Competitive Gaming
  Claire Kaido · Madison Square Garden
  Craig Levine · ESL

**Opening doors: 5G’s impact on the fan experience**

What are the unrecognized benefits 5G will enable for broadcasters? How is 5G transforming the user experience...

- tech-stage
- panel

  Peter Gallagher · Verizon Media
  Dave Lehanski · NHL
  Brian Ring · Ring Digital
  Blake Stuchin · NFL
SPOTT USA Welcome - Day 2

Welcome back and join our host Kay Murray as she welcomes you to the SportsPro OTT USA Virtual Summit and takes you...

stage-1

insights

Kay Murray · ESPN

State of the Union: Analyzing the US OTT and broadcast landscape

Where will the OTT and broadcast industry be in five years? What technology will deliver the next generation of user...

stage-1

keynote

Burke Magnus · ESPN
Nick Meacham · SportsPro Media
Rick Anderson · PGA Tour

Considerations for selecting your business model

AVOD, SVOD, TVOD – How do you decide what works for you? What are the impacts of each model on consumers? Wh...
The importance of original storytelling
What role will original content play in connecting global digital audiences? Should everyone invest in original content? ... 

stage-1
panel
Grant Best · DAZN
Mike Long · SportsPro
Tim Greenberg · World Surf League
Pamela Duckworth · fuboTV

Share of wallet: Developing coordinated OTT commercial strategies
How can you increase share of wallet throughout your business with OTT? How do you make your service essential to your... 

stage-2
panel
Moritz Loew · NPAW
Navin Singh · USGA
Matthieu Van Veen · IRONMAN
Jerome Hiquet · -

strategy

NPAW (Nice People At Work)
Realizing the promise of remote live production

What have we learned about remote production since lockdown and how does it affect long-term strategies around...

- tech-stage
- panel

Melissa Lawton · Facebook
Julia Vieira · WarnerMedia
Gareth Capon · Grabyo
Jason Thibeault · Streaming Video Alliance

technology

Grabyo

Inside the partnership: How DraftKings and Turner connected fans through gamification

How can broadcasters and rights holders use gamification to generate greater investment from fans into live sports? Can...

- stage-1
- keynote

Will Funk · Turner Sports
Ezra Kucharz · DraftKings
Joe Puglisi · Rebel Ventures

content
Navigating LATAM
What growth has there been in the LATAM OTT & broadcast market? Where and how have rights holders and...
Availability – The most important ability
What are the biggest challenges for ensuring reliable live sports content delivery? What technology is essential for...

Dustin Myers · Fox Sports
Steve Miller-Jones · Limelight Networks
Jean Macher · Harmonic
Sid Kohli · –

tech-stage
panel

Unlocking the value of your data
How is data influencing strategic business decisions within OTT and broadcast? What metrics are the most insightful?...

Boris Gartner · LaLiga
Scott Doyne · Turner Sports
Fiona Green · Winners FDD Ltd

strategy

Arsenal Football Club’s multichannel distribution strategy

Lee McMullan · Dalet

strategy
All to play for: The growing influence of gamification on sports content

How are interactivity and gamified content changing media consumption habits? In what ways can greater engagement...

stage-1
panel
Jonty Whitehead · Sport Buff
J.R. McCabe · Sinclair
Michael Broughton · -

Taking on piracy in 2021

How can the sports industry proactively combat piracy? What technological solutions are available to fight piracy...

stage-2
panel
Lu Bolden · Verimatrix
Chris Kuelling · IBCAP
Daniel Ghosh-Roy · Professional Fighters League
Michele Gosetti Di Sturmeck · Eurovision Services

Verimatrix
The role of cloud technology in OTT workflow

How does cloud technology facilitate production across the workflow from live broadcast to post-production? What...

- tech-stage
- panel
  - Matt Schnider · NFL
  - Steven Thorpe · FOX
  - Kevin Parks · Zixi
  - Igor Krol · Veset
  - Clark Pierce · Emerging Media Technologies, LLC

How all sports can benefit from OTT

Can niche audiences sustain a sustainable product? How has OTT helped grow emerging properties? Is D2C always...

- stage-1
- panel
  - Jean-Luc Jezouin · NAGRA
  - Jessica Berman · National Lacrosse League
  - Andi Chu · Tennis Channel
  - Patrick Yee · Rebel Ventures