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

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

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 · -
2:45 PM  
3:30 PM  
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)

Je Volk · Deltatre
John Kosner · Kosner Media
Adam Ware · Sinclair Broadcast Group
Rachel Jacobson · Drone Racing League

technology

3:15 PM  
4:00 PM  
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
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

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

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
Je 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...

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...

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...

Sam Carp · SportsPro
Mitch Poll · NWSL
Chris Marinak · MLB
Chelsey Rushworth · InPlayer Ltd

strategy
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

ingaging 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

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

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

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

technology strategy

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
Je Gilbert - Xstep, Ltd.
Brandon Farley - Streaming Global
Chris Xiques - ViacomCBS
Raul Aldrey - MediaKind

technology
UFC and Maximizing 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
  - Je 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...

Fred stage-1
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...

Fred stage-1
Fred 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? Who...

Fred stage-2
Fred panel
Aarti Dabas · Formula E
Brian Carroll · LPGA
Patrick Crakes · Crakes Media
Tal Weinblum · Kaltura

strategy
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 · 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

circled

Grabyo

text

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

circle

circle

content
Navigating LATAM
What growth has there been in the LATAM OTT & broadcast market? Where and how have rights holders and...

stage-2
panel
John Van Wagner · Wildmoka
Ricardo Mazzucca · Arena Hub
Heidi Pellerano · CONCACAF
Platao Rocha · DIRECTV Latin America

99.xxx Uptime - What are your biggest events running on?
Join iStreamPlanet’s Technical Director, Josh Barnard, as he translates the deep technical details of reliability into how to...

tech-stage
tech-showcase
Josh Barnard · iStreamPlanet

technology

UGC and giving voice through social
How should UGC be embraced by rights holders and broadcasters? How does UGC inform us about the content...

stage-1
panel
Jenna McNaney · TikTok
Anne Marie Gianustos · Drone Racing League
Thomas Alomes · Sports Tech World Series
Nick Cicero · Conviva

content
**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 · -

**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

**Arsenal Football Club's multichannel distribution strategy**

- Lee McMullan · Dalet
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
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

strategy