


March 3, 2021


2:00 PM


SPOTT USA Welcome - Day 1

2:10 PM

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


3:00 PM

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

strategy

2:30 PM

Growing soccer in the US

3:15 PM

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


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


3:30 PM

4:15 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

content


3:45 PM

3:55 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

technology

 Arqiva

4:15 PM

5:00 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

 Je Nathenson · Whistle

 Peter Murray · Professional Fighters League

strategy


4:15 PM

4:45 PM


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.

technology strategy



International Bowling Federation


4:20 PM

5:00 PM

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

5:15 PM

6:00 PM

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

strategy

 InPlayer


5:30 PM

6:15 PM

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


content


5:45 PM

5:55 PM

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


 Southworks


6:00 PM

6:10 PM

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

 **SPIIDEO** 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

content

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


technology strategy

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

Je Gilbert · Xstep, Ltd.



Brandon Farley · Streaming Global

Chris Xiques · ViacomCBS


Raul Aldrey · MediaKind

technology


7:15 PM
8:00 PM

UFC and Maximizing Broadcast Opportunity

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

 stage-1

 keynote

 Eoin Connolly · SportsPro
Lawrence Epstein · UFC

strategy



7:30 PM
8:15 PM

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 broadcas...

 stage-2

 panel


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

content




7:30 PM
8:15 PM

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


technology

March 4, 2021

2:00 PM **SPOTT USA Welcome - Day 2**

2:10 PM

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

2:15 PM **State of the Union: Analyzing the US OTT and broadcast landscape**


3:00 PM

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

strategy

2:30 PM **Considerations for selecting your business model**

3:15 PM

AVOD, SVOD, TVOD – How do you decide what works for you?


What are the impacts of each model on consumers? Whe...

 stage-2

 panel

Aarti Dabas · Formula E

Brian Carroll · LPGA

 Patrick Crakes · Crakes Media

Tal Weinblum · Kaltura

strategy

3:15 PM

4:00 PM

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

content

3:30 PM

4:15 PM

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)

3:45 PM

4:30 PM

Realizing the promise of remote live production

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

 tech-stage

 panel

Melissa Lawton · Facebook

Julia Vieira · WarnerMedia



Gareth Capon · Grabyo

Jason Thibeault · Streaming Video Alliance

technology



4:15 PM

5:00 PM

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


4:30 PM

5:15 PM

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

strategy





4:45 PM


4:55 PM

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



5:15 PM

6:00 PM

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

5:15 PM

6:00 PM

Availability – The most important ability

What are the biggest challenges for ensuring reliable live sports content delivery? What technology is essential for...

 tech-stage

 panel

Dustin Myers · Fox Sports

Steve Miller-Jones · Limelight Networks



Jean Macher · Harmonic

Sid Kohli · -

technology



Limelight Networks



Harmonic


5:30 PM

6:15 PM

Unlocking the value of your data

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

 stage-2

 panel

Boris Gartner · LaLiga



Scott Doyne · Turner Sports


Fiona Green · Winners FDD Ltd


strategy

6:15 PM

6:25 PM

Arsenal Football Club's multichannel distribution strategy

 tech-stage

 tech-showcase



Lee McMullan · Dalet

strategy




6:15 PM

7:00 PM

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 engage...

 stage-1

 panel

Jonty Whitehead · Sport Buff

 J.R. McCabe · Sinclair

Michael Broughton · -

content



6:30 PM

7:15 PM

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

technology




6:45 PM

7:30 PM

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



Veset

7:15 PM

8:00 PM


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



NAGRA