

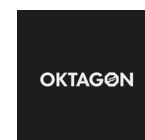
09:45 - 10:30 - MASTERCLASS - The Bundle Live @SPORTEL Monaco: The View from the C-Suite

Speakers Murray BARNETT, Founder, **26WEST SPORT**
Peter BELLAMY, Chief Revenue Officer, **DELTATRE**
Louisa CLARK, Chief Commercial Officer, **QUEENSBERRY PROMOTIONS**
Glen KILLANE, Executive Director, **EUROPEAN BROADCASTING UNION**
Moderator Richard GILLIS, Owner, **UNOFFICIAL PARTNER**



10:35 - 10:55 - PRESENTATION - OKTAGON MMA – The Record-Breaking MMA Powerhouse Redefining Sports Entertainment

Speakers Pavol NERUDA, Owner
Ondrej NOVOTNÝ, Owner



11:00 - 11:30 - PRESENTATION - Finding Your AI Entry Points Across the Production Workflow

Speaker Emil HANSSON, Product Director – Media, **SPIIDEO**



11:35 - 12:20 - MASTERCLASS - Investment in Sport: Where is the Next \$1bn Coming From?

Speakers Djamel AGAOUA, CEO, **KINGS LEAGUE**
John MARTIN, CEO, **PROFESSIONAL FIGHTERS LEAGUE**
Danny TOWNSEND, CEO, **SURJ SPORTS INVESTMENT**
Moderator Imran YUSUF, Executive Editor, **SPORTBUSINESS**



14:00 - 14:45 - MASTERCLASS - New Live Sports Tech for Tailored Fan Experiences & Personalization

Speakers Cyprien CASTANEDO, Head of Media Platform & Innovation, **LFP MEDIA**
Andreas KAESHAMMER, Head of Football, **INFRONT SPORTS & MEDIA**
Alexandre PAUGAM, Sr Director, SaaS Business & Global Strategic Accounts Development, **HARMONIC, INC.**
Ophir ZARDOK, Head of Sports Strategy & Business Development, **LIVEU**
Moderator George BEVIR, Editorial Director, **SVG EUROPE**



14:50 - 15:20 - PRESENTATION - Driving Fan Engagement in the Next Era of Sports and Streaming

Speakers Gareth REES, Head of Commercial Distribution, **WORLD RUGBY**
Scott YOUNG, Co-founder & Chief Product Officer, **TRANSMIT**
Moderator Keith BEDFORD, General Manager, EMEA, **WURL**



15:25 - 15:55 - PRESENTATION - Unlocking the Future of Fan Engagement with AI and Cloud Media Strategies

Speakers Isabel FREEDMAN, Product Marketing Manager, Emerging Technologies, **WASABI TECHNOLOGIES**
Matthew QUINN, VP, Media, **LIVERPOOL FOOTBALL CLUB**
Victorien TIXIER, Co-founder & CEO, **SCOREPLAY**
Moderator Michael WELTS, Chief Marketing Officer, **WASABI TECHNOLOGIES**



16:00 - 16:30 - PRESENTATION - Powering Growth in Sports Streaming: AWS & Deltatre in Action

Speakers Callum BAXTER, SVP, Sales, **DELTATRE**
Paul DEVLIN, Global Strategy Leader, Betting, Gaming & Sports Technology, **AMAZON WEB SERVICE**



16:35 - 17:20 - MASTERCLASS - Building the Brand: Monetizing Sports Content Through Broadcast, Data & Beyond

Speakers Craig CARUSO, VP, Sports Media & Commercial Partnerships, **VERITONE**
Min Joo KIM, Head of International Business Development, **K LEAGUE**
Carlos SILVA, President, **ANTHEM SPORTS**
Moderator Lowell CONN, President, **PROTOCOL GROUP**



CONFERENCE PROGRAMME

TUESDAY 21 OCTOBER - CONFERENCE SESSIONS: SPEAKERS STAGE RAVEL, LEVEL 0



10:00 - 10:45 - MASTERCLASS - Generative AI Redefining the Sports Industry

Speakers Malgorzata BORKOWSKA, Media Rights Director, **EKSTRAKLASA**

Peter LEEB, VP, Commercial, **VERITONE**

Ido RATZON, Head of Business Development, DACH, UKI, Nordics, **WSC SPORTS**

Ashish SHAH, Co-founder & CEO, **SYNCWORDS**

Moderator Ken KERSCHBAUMER, Editorial Director, **SPORTS VIDEO GROUP**



10:50 - 11:10 - PRESENTATION - XR Sports Alliance: Lessons from the First Experimentation Deployment with E1 Series

Speakers Laurence BOYD, Chief Content & Product Officer, **E1 SERIES**

Lucy NGUYEN, Director of Strategic Alliances & Business Development, Emerging Technologies

Accedo, **XR SPORTS ALLIANCE**



11:15 - 12:00 - MASTERCLASS - Regional Spotlight: Content Acquisition Strategies for APAC

Speakers Marissa BANU-LAWRENCE, Head of Content Acquisitions, Commercial Sport,

FOX SPORTS AUSTRALIA

Mark CHEW, Co-founder & Managing Director, **REDDENTES SPORTS**

Kevin SIM, Head of APAC, **BUNDESLIGA INTERNATIONAL**

Moderator Imran YUSUF, Executive Editor, **SPORTBUSINESS**



12:00 - 14:00 - NETWORKING - Women's Networking, Panel & Lunch Special Event - TWIGA Restaurant - By invitation

Panel: The Unprecedented Rise: Leadership, Tech, and the Future of Women's Sport

Speakers Alexis OHANIAN, Founder, **SEVEN SEVEN SIX**

Lauren PEDERSEN, CEO & Co-founder, **SPORTAI**

Paula RADCLIFFE, Marathon World Record Holder

Fiona WONG, Direct to Consumer, Partnership Strategy, **NATIONAL BASKETBALL ASSOCIATION**

Moderator Armel NEGRET, Sports Lead, France, **AMAZON WEB SERVICES**



14:15 - 15:00 - MASTERCLASS - Hollywood Hits the Paddock: F1 Taking Storytelling to the Next Level

Speakers Murray BARNETT, Founder, **26WEST SPORT**

Paul DEVLIN, Global Strategy Leader, Betting, Gaming & Sports Technology, **AMAZON WEB SERVICES**

Julie YAMAMOTO, Sr Director, Marketing, **QUALCOMM TECHNOLOGIES INC**

Moderator Michael PAYNE, Chairman & CEO, **PAYNE SPORTS MEDIA RIGHTS STRATEGIES**



15:05 - 15:25 - PRESENTATION - Owning Your Sport: How Ligue 1+ is Transforming Fan Engagement, Data & Revenue

Speakers Martin AURENCHE, Chief Media Officer, **LFP MEDIA**

Cyprien CASTANEDO, Head of Media Platform & Innovation, **LFP MEDIA**

Moderator Andrea MARINI, CEO, **DELTATRE**



15:45 - 16:30 - KEYNOTE - A Close-Up on LALIGA: The Next Frontier in Media Strategy, Governance and Audiovisual Fraud

Speaker Javier TEBAS, President, **LALIGA**

Moderator Catherine DAVIES, Podcast Host & Americas Bureau Chief, **SPORTBUSINESS**



16:35 - 17:30 - PRESENTATION - Pitch Perfect Innovation Contest

Pitchers Carlos BALLESTEROS, Co-founder & CEO, **PENDULAR**

Jerome BEAUGUITTE, Co-founder & CEO, **FALCONHQ**

Alex DUBINSKY, Co-founder & CTO, **SYNCWORDS**

Jean-Michel FELDERHOFF, CEO, **FAIR VISION**

Marte HARKESTAD, Head of Presales & Solutions, **CAMB.AI**

Michal ORSAVA, Co-founder & CMO, **WEBOUT YOU**

Grant PROPHET, Head of Product Marketing, **VITEC**

Alastair SMITH, CEO, **PROTERN.IO**

Judges Kristina FRAESDORF, Director of Partnerships & Commercial Development, **UniqFEED**

Danny TOWNSEND, CEO, **SURJ SPORTS INVESTMENT**

Nick VOLANTE, Sales & Sponsorship Agent, **SPORTEL**

Michael WELTS, Chief Marketing Officer, **WASABI TECHNOLOGIES**

Julie YAMAMOTO, Sr Director, Marketing, **QUALCOMM TECHNOLOGIES INC**

