

MONDAY 19 OCTOBER

Exhibition Opening | 08:30

10:00 - 10:45	DEFINING YOUR CORPORATE AI STRATEGY Moderator Ken Kerschbaumer, Co-Executive Director - SVG • Prashant Khanna, Head – Rights, Innovation and Cricinfo Business - JioStar • Paola Marinone, CEO - BuzzMyVideos • Marcin Serafin, COO, Live Park - Ekstraklasa • Danny Townsend, CEO - SURJ Sports Investment	
10:50 - 11:10	PERSONALIZATION AND STORYTELLING IN LIVE SPORTS • Kish Patel, Partnerships Lead, EMEA - Dolby Optiview	
11:15 - 11:40	MAKING YOUTUBE FUNDAMENTAL TO YOUR DISTRIBUTION MODEL • Jonny Keogh, Head of UK Sports - YouTube • Scott Melvin, Founder & CEO - The Overlap	
11:45 - 12:05	HIGHLIGHTS 3.0: THE NEXT ERA OF LIVE CONTENT IS HUMAN-LED, AI-ACCELERATED • Volodymyr Boiko, Founder & CEO - Epic Clips	
14:00 - 14:30	MEDIAPRO TODAY: A NEW CHAPTER KEYNOTE • Daniel Chira, Head of Commercial & Rights - Grup Mediapro • Xavi Pérez, Head of Strategy & Operations - Grup Mediapro	
14:35 - 15:20	NEW GLOBAL SPORTS ECOSYSTEM: DIGITAL CONSUMPTION, DATA & INVESTMENT RESHAPING SPORTS MEDIA Moderator Imran Yusuf, Executive Editor - SportBusiness • Peter Bellamy, Chief Revenue Officer - Deltatre • Hillary Mandel, EVP, Head of Commercial Rights, Americas - IMG • Jeff Roth, Founding Partner - Bruin Capital	
15:20 - 15:50	LOCAL FANS, GLOBAL REACH: RETHINKING SPORTS DISTRIBUTION FOR THE STREAMING ERA Moderator Keith Bedford, General Manager, EMEA - Wurl • Cyprien Castanedo, Head of Media Platform & Innovation - LFP Media • Charlie Sime, SVP, Head of Global Account Management - Deltatre	
15:50 - 16:15	REACHING THE NEXT GENERATION OF OLYMPIC FANS • Jason Wachs, Sports at YouTube - YouTube • Srinath Sripath, Senior Manager, Media Rights Sales - IOC	
16:20 - 16:40	FROM THE STUDIO TO THE LIVE GAME : ADVANCEMENTS IN GRAPHICS TECHNOLOGY RESHAPING THE PRESENT & FUTURE OF LIVE SPORTS PRODUCTION • Phil Ventre, Chief Strategy Officer - Pixotope • John Murphy, Creative Director Sport - BBC Sport	
16:45 - 17:05	REINVENTING THE ATHLETICS EXPERIENCE: BROADCAST GRAPHICS, DATA & DIGITAL AT THE ULTIMATE CHAMPIONSHIP • Lawrence Bowden, VP Sport Experiences - Deltatre • An Dang Duy, Chief Information Officer - World Athletics	
17:10 - 17:30	BEYOND COMPETITION: HOW GRASSROOTS SPORT CAN TRANSFORM COMMUNITIES • Chandradev Bhagat, Founder, Director - Grey Matter Entertainment	

Exhibition Closing | 18:30



TUESDAY 20 OCTOBER

Exhibition Opening | 08:30

10:00 - 10:45	THE FUTURE OF PRODUCTION: WHICH WAY TO GO? Moderator Will Strauss, Editor - SVG Europe • Lowell Conn, President - Protocol Sports Marketing • Sarah Jakob, Sports Marketing Lead EMEA - LiveU • Carlos Silva, President - TNA Wrestling • Dominik Scholler, SVP Production Management & Innovation - Bundesliga Media GmbH	
10:50 - 11:10	XR SPORTS ALLIANCE: LEARNINGS FROM THE FISE WORLD SERIES IMMERSIVE PROJECT Moderator Patrick Costello, Senior Director - Business Development, Qualcomm - XR Sports Alliance • Charles Edwin Rolot, Digital Marketing Manager, HBS - XR Sports Alliance • Jose Somolinos, Solutions Strategist & XR Lead, Accedo - XR Sports Alliance	
11:15 - 11:40	LIVEMODE, YOUTUBE, AND THE NEXT ERA OF LIVE SPORTS BROADCASTING Moderator Evan Shapiro, Consultant - ESHAP • Pedro Pina, VP, EMEA - YouTube • Thiago Tourinho, Partner - LiveMode	
11:45 - 12:15	ROLE OF DTC DIGITAL INFRASTRUCTURE IN GLOBAL EVENT DISTRIBUTION Moderator Manik Bambha, President - ViewLift • Gibran Khan, Head of Media - FISU • Victorien Tixier, Co-founder & CEO - ScorePlay	
14:15 - 15:00	INSIDE LIVE SPORTS BETTING: THE TECHNOLOGY, DATA & FAN EXPERIENCE Moderator Ken Kerschbaumer, Editorial Director - SVG • Steve Carter, CEO - Bolt6 • Adrian Gatt, Business Development Lead, Betting & Gaming, EMEA - AWS • Carlos Silva, President - TNA Wrestling	
15:05 - 15:35	BEYOND THE BROADCAST: HOW ESPORTS IS BUILDING GLOBAL AUDIENCES AND COMMERCIAL VALUE Moderator Giovanni Aquilanti, Sales & Sponsorship Agent - SPORTEL • Mohammed Alnimer, Chief Commercial Officer - Esports Foundation • Bertrand Amar, CEO, NEO - New Esports Org.	
15:40 - 16:25	LALIGA'S NEXT FRONTIER: NEW BROADCAST MODELS, FORMATS AND CHALLENGES Moderator Luciano Mondellini, Publisher and Editor - CALCIO E FINANZA • Javier Tebas, President - LALIGA	
16:30 - 17:30	PITCH PERFECT INNOVATION CONTEST Pitchers • Paola Marinone, CEO - BuzzMyVideos • Volodymyr Boiko, Founder & CEO - Epic Clips • Vlastimil Venclik, CEO & Co-Founder - ValkaAI • Arnaud Albella, VP Sales & Marketing - Wyplay • Roland Sars, CEO - Media Distillery • Phil Ventre, Chief Strategy Officer - Pixotope • Young Kim, CEO - ANAI Judges • Fiona Harold, Sports Business Development Specialist - AWS • Sarah Jakob, Sports Marketing Lead EMEA - LiveU • Marine Picoulet, Executive Director - SPORTEL & SPORTEL Awards	

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