



EVENT PROGRAMME & SPONSORSHIP INFORMATION

PROGRAMME

10:00 – 10:45 | **Big Time Event Production: Serving a Global Audience**

Events like the Cricket World Cup, the Super Bowl, the World Cup, and the Olympics all require a massive production effort to connect with fans all around the world. Mike Davies of Fox Sports, Sanjog Gupta of STAR Sports India, and SVG's Ken Kerschbaumer discuss the state of big-time sports production, how fans are being served with richer experiences, and more.

10:45 – 11:15 | **Star Sports Overview**

Join us for a deep-dive into Star Sports production and content creation operations. We'll learn about the technology that drives the productions, the production philosophy, and what's next in content creation from India's leading sports content distributor.

11:15 – 12:00 | **Star Sports Tour**

Get an exclusive behind-the-scenes look at Star Sports production and studio operations.

12:00 – 13:00 | **Networking Lunch**

13:00 – 13:40 | **Opening Panel: Future of India Sports Production**

Sports production professionals at leagues and channels have more ways to produce content than ever. Leaders in the India sports production community take to the stage to discuss new solutions, new workflows, and how they are preparing to meet new demands.

13:40 – 13:55 | **Case Study**

13:55 – 14:30 | **Next-Gen Graphics: How Augmented Reality, Data-Driven Production are Changing Everything**

Augmented reality technology is helping sports content creators visualise data in a way that makes it more digestible and provides more context. AR technology providers and artists share their thoughts on the current and future state of AR and how to effectively add it to your production.

14:30 – 15:00 | **Networking Break**

15:00 – 15:30 | **Reflections on Super Bowl LVIII**

The production of Super Bowl LVIII was the largest ever for a single-day sports event, with more than 165 cameras and 1,000 people working on the coverage. Join us to learn more about how that production went, lessons learned, and key technologies that made the large production possible.

15:30 – 15:45 | **How Disney+Hotstar Broke Records at ICC Men's Cricket World Cup 2023**

Hear from D+H tech team on how they set multiple global concurrency streaming records during the ICC Men's Cricket World Cup 2023. Learn what technologies made it possible to deliver a quality experience at such a massive scale as well as the type of production and programming features that kept cricket fans tuned in.

15:45 – 16:15 | **How AI and Automated Production Helps Smaller Sports Grow**

The biggest challenge facing up-and-coming sports content creators, leagues, and federations is making sure their coverage look as great as they can. Leaders in Generative AI and automated production discuss how new tools and production services are making it easier to give a production with a small budget a big-time look and feel.

16:15 – 16:30 | **Case Study**

16:30 – 17:00 | **Finding Success with FAST Channels**

FAST (Free Ad-Supported Television) is a global phenomenon and for sports leagues, networks, and even teams it could be a new way to reach fans in an efficient way. We'll dive deep into the world of FAST channels and learn how to deploy a FAST channel, how to get a carriage deal, and why they will become increasingly important.

17:00 – 18:30 | **Closing Reception**

SPONSORSHIP

CASE STUDY | \$5,000 | Based on Availability

- 10-12 min. with slides and/or video

GOLD | \$4,500 | Based on Availability

- Includes a panel spot

BADGES | \$4,000 | 1 Available

- Your company's logo on the event badge

LANYARDS | \$4,000 | 1 Available

- Your company's logo on the event lanyard

NETWORKING LUNCH | \$3,000 | 2 Available

- Sponsor of the Networking Lunch

NETWORKING RECEPTION | \$2,500 | 2 Available

- Sponsor of the Networking Reception

NETWORKING BREAK | \$2,500 | 2 Available

- Sponsor of the Networking Break

All Sponsorships include:

- Logo exposure on event signage and slides
- Logo exposure in email promotions and website
- Logo exposure in program
- Post-event registration list

INFO

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