




# DIGITAL SPORT<sup>08</sup>

same game. new media.

**PROGRAMME**

09:15	<b>Chairman's introduction</b> Simon Crouch, <i>Senior Manager, Spectrum Value PartnersUK</i>		
09:25	<b>Welcome</b> <ul style="list-style-type: none"> <li>The vital importance of the fan, and the emotional link they have with sport</li> <li>The evolution of sports events and fans' expectations</li> <li>The constant need to improve the service the fans receive</li> </ul> John C Jaakke, <i>Chairman, AFC AjaxThe Netherlands</i>		
09:35	<b>Keynote address - Taking Beijing to the next level</b> <ul style="list-style-type: none"> <li>Counting down to the 2008 multiplatform Olympics</li> <li>Planning and providing the best user experience</li> </ul> Perkins Miller, <i>Senior Vice President, Digital Media, NBC Universal Sports &amp; OlympicsUSA</i>		
10:10	<b>Using digital channels - the critical questions</b> <b>Plenary superpanel</b> <ul style="list-style-type: none"> <li>Content security and rights protection</li> <li>The problems presented by distribution rights, and how to overcome them</li> <li>Getting it right first time, providing the fan excellent quality of service</li> <li>What is the emerging picture in terms of user consumption data?</li> </ul> Ciaran Quinn, <i>SVP Strategic Business Development, EntriqUSA</i> Charles-Henry Contamine, <i>Head of New Media, FIFASwitzerland</i> Carsten Schmidt, <i>Chief Sports and New Business Officer, PremiereGermany</i> Kai Henniges, <i>Associated Director, Business Development, Infront Sports &amp; MediaSwitzerland</i> Chris Ott, <i>Director, Sports Division, MediaZoneUSA</i> Daniel Marion, <i>ICT Enterprise Solutions, UEFA Media Technologies</i>		
11:00	<b>Digital Sport ice-breaker</b> <b>Coffee break</b> <ul style="list-style-type: none"> <li>An extended networking session with your fellow delegates</li> </ul>		
11:35	<b>Sports rights - Assessing the value of broadband and mobile rights</b> <b>The risks and benefits of unbundling new media rights from television rights</b> Tom Broom, <i>Director of Account Management and Business Development, IMGUK</i> Kai Henniges, <i>Associated Director, Business Development, Infront Sports &amp; MediaSwitzerland</i> Marcel Cordes, <i>Executive Director, SPORT+MARKTGermany</i> Callum Murray, <i>Editorial Director, SportcalUK</i> Simon Crouch, <i>Senior Manager, Spectrum Value PartnersUK</i>		
12:10	<b>Case study - Ajax TV</b> <b>KPN and Ajax TV - the opportunities for a triple play operator</b> <ul style="list-style-type: none"> <li>AFC Ajax – exploiting rights fully, whilst providing a relevant service for fans</li> <li>Driving additional revenue through sales of club-branded products &amp; services</li> <li>Making the stadium 'smart' with cutting edge technology</li> </ul> Mark Van Leest, <i>Media Manager, AFC Ajax The Netherlands</i>	<b>Creative technology</b> <b>360° Sport</b> <b>Effective multi-platform sports coverage</b> <ul style="list-style-type: none"> <li>Assessing the role of each platform</li> <li>The internet as driver of sports coverage</li> <li>Incorporating the fans' content</li> <li>From theory to practice – Euro 2008 and the Olympics</li> </ul> Ben Gallop, <i>Head of BBC Sport Interactive, BBC UK</i>	<b>Metadata, archiving and discovery</b> <b>Search and discovery</b> <ul style="list-style-type: none"> <li>360 degree sportscasting</li> <li>Techniques to ensure the fans know the content exists</li> <li>Effective web design to drive consumption on other platforms</li> <li>How best to link content across multiple platforms</li> </ul> Ze'ev Rosov, <i>CEO and Founder, Sportingo Israel</i>
12:50	<b>Hosted luncheon</b>		
14:15	<b>Business case</b> <b>Making money from broadband video</b>  <b>Workshop - MPS Broadband will use a number of their client's services to illustrate how best to exploit sports rights online.</b> <ul style="list-style-type: none"> <li>Examples will include: UEFA Champions League, Formula 1 Grand Prix, World of Badminton and Swedish Ice Hockey</li> </ul> John Pink, <i>COO, MPS Broadband UK</i>	<b>Mobile</b> <b>Extension of the marketing reach by leveraging mobile telecommunications channel</b>  <b>Workshop</b> <ul style="list-style-type: none"> <li>Rights and management of mobile sports content</li> <li>Changes in consumer behaviour - from "living room" towards mobile usage</li> <li>Critical success factors for new and innovative mobile business</li> <li>models: Usability, flexibility, time to market, business insight / intelligence, customer ownership and cost efficiency</li> </ul> Alexander Müller, <i>Vice President Sales Central Europe, Danet Germany</i>	
15:00	<b>From stadium to studio</b> <b>Why IP Networks outperform traditional contribution networks Workshop</b> <b>Workshop</b> <ul style="list-style-type: none"> <li>Which solutions for transferring professional video over IP networks work best?</li> <li>Maintaining HD/SDI quality when transferring via IP</li> <li>Case study: Swedish Ice Hockey</li> </ul> Johnny Dolvik, <i>CEO and co-founder, T-VIPS Norway</i>	<b>Revenue generation</b> <b>Exploring different revenue models</b> <b>The advantages and disadvantages of free-to-air (advertising-supported), subscription, video-on-demand, pay-per-view models and other revenue streams</b> <ul style="list-style-type: none"> <li>Case study – Cycling TV</li> <li>Has the killer application for revenue been found yet?</li> </ul> Simon Brydon, <i>President &amp; CEO, Cycling TV - A JUMP TV Company UK</i>	
15:45	<b>Extended mixer</b> <b>Afternoon networking session</b>		
16:15	<b>Case study keynote: Expanding the user experience online</b> <ul style="list-style-type: none"> <li>Rugby World Cup and New York Marathon</li> </ul> Chris Ott, <i>Director, Sports Division, MediaZoneUSA</i>		
16:55	<b>Commercial models</b> <b>Rights revenue maximisation</b> <ul style="list-style-type: none"> <li>The best models for revenue generation from delivering sports content to broadband audiences</li> </ul> John Bache, <i>Project Manager, New Media, Plazamedia Germany</i>	<b>Monetising syndication and distribution of sports content</b> <ul style="list-style-type: none"> <li>Web 2.0: Era of the video web</li> <li>Emerging distribution and monetisation models</li> <li>The blinkx experience with content owners</li> </ul> Marco Nadotti, <i>Director of Content Acquisition, Blinkx</i>	
17:25	<b>Standing ahead of the pack through quality</b> <ul style="list-style-type: none"> <li>What do the fans expect from the best sports TV broadcasting?</li> <li>How do you leverage a premium sports TV brand to drive awareness of online offerings?</li> <li>Protecting the brand by delivering a great user experience</li> <li>Ease of navigation, and a great quality of video player</li> <li>How do you differentiate your online service from your TV broadcasting?</li> </ul> Mike Morrison, <i>Commercial Director, Europe, ESPN</i>		
18:05	<b>Chairman's closing remarks</b> Simon Crouch, <i>Senior Manager, Spectrum Value PartnersUK</i>		
18:15	<b>Networking drinks reception</b>		

09:15	<b>Chairman's introduction</b> Simon Brydon, <i>President &amp; CEO, Cycling TV - A JUMP TV Company</i> UK	
09:25	<b>Making the 2012 Olympics digital</b> <b>The concept of fostering engagement</b> <ul style="list-style-type: none"> <li>• Extending the duration of the Games through digital platforms</li> <li>• New propositions for the London 2012 sponsors</li> <li>• Steps to adapt to social and technological innovation in the run up to 2012</li> <li>• 3 specific projects with social media</li> <li>• Protecting the brand and values of the Games</li> </ul> Alex Balfour, <i>Head of New Media, The London 2012 Organising Committee</i> UK	
10:00	<b>Digital media and sports sponsorship</b> <b>Plenary superpanel</b> <ul style="list-style-type: none"> <li>• The rationale behind the branded content partnership</li> <li>• Creating digital content that relates directly to the fan as customer</li> <li>• Ensuring the content ties to the sponsors brand values and communication goals</li> </ul> Steve Martin, <i>CEO, M&amp;C Saatchi Sport and Entertainment</i> UK Alex Balfour, <i>Head of New Media, The London 2012 Organising Committee</i> UK Paul Witten, <i>Marketing Director, Betfair</i> UK Simon Brydon, <i>President &amp; CEO, Cycling TV - A JUMP TV Company</i> UK	
10:40	<b>Morning break</b> An extended networking session with your fellow delegates	
11:30	<b>Fantasy sport</b> <b>The exploding potential of fantasy sports</b> <ul style="list-style-type: none"> <li>• Update on the size and spending of the fantasy sports market</li> <li>• The potential for revenue and brand promotion</li> <li>• What sorts of partnerships can best take advantage of the co-marketing and advertising opportunities?</li> </ul> Andrew Wainstein, <i>Managing Director and Founder, Fantasy League</i> UK	<b>Creating the channel</b> <b>New broadband TV channels and sports</b> <ul style="list-style-type: none"> <li>• Assessing the market for non-mainstream sports</li> <li>• Calculating the cost of coverage and narrowcast</li> <li>• What does it take to put a winning channel together?</li> </ul> Andrew Ferguson, <i>Head of Technology &amp; New Media, Volvo Ocean Race</i> UK Raymond Dulleu, <i>Founder, Freecaster</i> Belgium
12:10	<b>Digital sports sponsorship</b> <ul style="list-style-type: none"> <li>• In-game advertising, market background and status</li> <li>• Case Study - Pro Evolution Soccer &amp; Reebok</li> <li>• Expanding in game advertising across multiple platforms</li> </ul> Maryam Bazargan, <i>Managing Director, New Street Media</i> UK	<b>Audience trends and building an online subscriber-base</b> <ul style="list-style-type: none"> <li>• The emerging best practices for marketing and promotion to grow a new media sportscasting subscriber-base</li> </ul> David Stranks, <i>Head of New Media, Sunset + Vine</i> UK
12:50	<b>Networking Luncheon</b>	
14:20	<b>Online Betting</b> <b>Internet sports betting and broadband video</b> <ul style="list-style-type: none"> <li>• What are the key drivers for internet sports betting?</li> <li>• Integrating broadband sports content with online betting</li> <li>• Revenue generation from affiliate betting links</li> <li>• How does the sport benefit?</li> <li>• Future outlook within sports betting</li> </ul> Jochen Weiner, <i>Head of Media Licensing, BWIN Interactive Entertainment AG Austria</i> Austria	
15:00	<b>Mobile sports</b> <ul style="list-style-type: none"> <li>• How to deliver Mobile TV direct to the consumer</li> <li>• Developments in ad-funded mobile sports content and distribution</li> <li>• What sort of sports content are fans willing to pay for?</li> </ul> Ian Mullins, <i>CEO, Yamgo</i> UK	
15:40	<b>Grand finale panel</b> <b>Same game, new media - what are the drivers for successful digital sport production, distribution and user interaction?</b> Ian Mullins, <i>CEO, Yamgo</i> UK Carmen Mac Williams, <i>Researcher, LIVE</i> Jochen Weiner, <i>Head of Media Licensing, BWIN Interactive Entertainment AG Austria</i> Austria Ze'ev Rosov, <i>CEO and Founder, Sportingolsrael</i> Callum Murray, <i>Editorial Director, Sportcal</i> UK Simon Brydon, <i>President &amp; CEO, Cycling TV - A JUMP TV Company</i> UK	
16:10	<b>Chairman's closing remarks and close of conference</b> Simon Brydon, <i>President &amp; CEO, Cycling TV - A JUMP TV Company</i> UK	

