

## 2022 Masterclass Series: **Broadcast & OTT**

A place to connect. To inspire. To share ideas. To start conversations and open doors with the world's largest private sports business network.

## #connectingthebusinessofsport



Tuesday 10th May 2022



09:00 am - 5:00 pm BST



Twickenham Stadium, 200 Witton Road, Twickenham TW2 7BA Gate E, Conference room: Lock 5

## iSportConnect Partners























Venue Partner





## **Broadcast & OTT**

## Agenda 10<sup>th</sup> May 2022

09:00 - Registration Opens

10:10 - Welcome from iSportConnect

10:15 - Market Overview

10:40 - Panel 1: Innovation & Sports TV: What's Next?

11:25 - Coffee Break

11:40 - Hot Topics Workshop

12:20 - Insight Session: Agent Provocateur

12:45 - Lunch

13:50 - Insight Session: The Broadcaster Today

14:15 - Panel 2: The Short & Long of Content

14:50 - Keynote: FIFA's New Platform

15:20 - Networking Drinks

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## **Market** Overview 10:15

#### **Presentation by iSportConnect & Omdia**

An introductory look at data and trends to set the scene for a day of lively interaction.

## **Moderator**

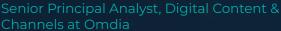


#### **Ben Page**

Content Manager at iSportConnect

Ben Page heads up iSportConnect's content and communications programme and is a regular host of iSportConnect events.





ΛΙζΜΩ

Tim heads Omdia's research into TV and video programming and channel distribution, including investment in programming by channels and online video platforms, availability of linear channels and on demand services, and sports and movie rights.

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## Panel 1 10:40

#### **Innovation & Sports TV: What's Next?**

Sport is at the forefront of introducing technology to enhance the experience of viewers and add value for advertisers and sponsors. New solutions will also transform production and global distribution. How are broadcasters integrating innovation and planning for what's to come?

## **Panel Lead**



#### Jean-Baptiste Casta

Head of Strategy & Business Operations at Eurovision Sport

Casta took over the role of Head of Strategy & Business Operations of Eurovision Sport in February 2021, stepping up from the position of Head of Business Development. Before joining the EBU, Jean-Baptiste was SVP Acquisition & Operations at Sportfive International, where he was part of the Management Board.



#### **Melissa Soobratty**

Broadcast Director at World Table Tennis

Melissa Soobratty is the Broadcast Director at World Table Tennis and oversees the global commercial broadcast strategy, broadcast production and innovations to expand the appeal and reach of the sport.



#### **Richard Nockles**

Creative Director at Sky Immersive

Currently working as Creative Director at Sky Immersive, Richard has helped shape and accelerate the output for the broadcaster's in-house production team across sports, drama, and documentary.



#### **Abhishek Ranade**

Head of EMEA, Media and Entertainment business at Tata Communications

Abhishek is a seasoned TMT professional based in London, with experience in building and managing multi-million-dollar businesses from scratch. Leading the Tata Communications broadcast, sports and service provider business in EMEA.



## Community Collaboration Workshop 11:40

#### **Breakout Session**

Group discussion of key questions facing the business of sports media.

## Insight Session 12:20

#### **Agent Provocateur**

An industry veteran shares his insights in a frank one-on-one about how the sports media business really works and how successful careers are made.

## **Interviewer**



Editor at Large at iSportConnect



Jay Stuart is Editor-at-Large of iSportConnect and Course Director of the education initiative iSportLearn. During three decades of covering the media and sports industries, he has been staff correspondent in Italy for Variety, editor of Television Business International and leading sports business publications..



Michel Masquelier

Entrepreneur and Former Chairman at IMG Media

Michel is an Entrepreneur that has spent over 3 decades at the heart of the sports industry. Making his way up the ladder from intern to Chairman, he has become a respected leader in his field, and recognized as people's manager. He now takes on the role of advisor to governing bodies, media organizations and private equity firms.



## Lunch 12:45

## Insight Session 13:50

#### **The Sports Broadcaster Today**

Linear channels, SVOD, AVOD and other offers all play their part in the TV ecosystem. How does a major group with multiple ways to reach audiences and wide-ranging sports rights develop a strategy that works across platforms and markets?

## **Interviewer**



### Jay Stuart Editor at Large at iSportConnect

Jay Stuart is Editor-at-Large of iSportConnect and Course Director of the education initiative iSportLearn.



#### Johan Cederqvist Head of Pay Channels and Rights at TV4/C More

Cederqvist is the Head of Pay Channels and Rights for TV4/MTV/C More, part of Telia Company. His responsibilities include pay channels content and revenue across the Nordics as well as acquisition of sports rights. He has previously held positions as Head of Sports and Head of Sports channels and rights.



## Panel 2 14:15

#### **The Short & Long of Content**

Live events are only a part of what today's fans want to watch. While snackable short-form content has become a staple, the appetite for behind-the-scenes and archive-based long-form features keeps growing. How do broadcasters and producers create winning programmes?

## **Panel Lead**



Head of Studios at Eleven Sports



Anouk leads Eleven's studio capabilities and is CEO of NEO Studios. She creates award winning premium content for the Group's network of platforms and for 3rd party distributors. Anouk joined Eleven in 2015 as Belgium MD and was Group COO between 2018 and 2021.



#### **Richard Lewis**

UK Head of Media Partnerships at Youtube UK

Richard and his team are the custodians of the Media, Sport and Health Company partnerships for YouTube in the UK. He is responsible for implementing the commercial frameworks and global distribution initiatives for YouTube partnerships with the UK's leading content producers, broadcasters, leagues, networks, distributors and health care providers.



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#### **JUNE**

Tuesday 28th - Wednesday 29th Emirates Stadium, London



## Keynote 14:50

#### FIFA's New Platform

An exclusive presentation and interview getting beneath the skin of the biggest OTT project in sports.

## Interviewer

#### **David Fowler**

MD Advisory at iSportConnect



David is the Managing Director of iSportConnect's Advisory team where he assists stakeholders across the sports industry with strategic, marketing and business development support.



#### **Dave Roberts**

Director, MA/OTT & Digital at FIFA

Dave is a senior digital and broadcast media executive that specialises in the sports sector. Currently 'Director, MA/OTT & Digital' inside the Commercial Division of FIFA, his responsibilities centre on developing the digital future of football's world governing body and its 211 Member Associations in areas of D2C, digital media and live production.

# Networking Drinks 15:20

#### **Events Calendar 2022**

Date	Event	Location
<b>JUNE</b> Tuesday 28th - Wednesday 29th	iSportConnect Presents: Web 3 Summit	Emirates Stadium, London
JULY TBC	Community Summer Event	London
JULY TBC	Major Events & Host Cities Masterclass	Birmingham
SEPTEMBER	Lausanne Summit & Innovation Masterclass	Switzerland
OCTOBER	Brands Masterclass	TBC
DECEMBER	Leadership Masterclass	TBC