



iSportConnect
Connecting the business of sport

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

CRAVENS

(ATP) SPORTS EVENTS

TATA COMMUNICATIONS

outbOX

COACHAI

INTHEGAME
DON'T JUST WATCH. PLAY!



choicely

NAGRA
KUDELSKI GROUP

INCROWD



Venue Partner



Broadcast & OTT

Agenda 10th 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

EVENTS AT TWICKENHAM iSport Exclusive Offer

Twickenham's 34 impressive suites and 150+ pitch-facing executive boxes are ideal to host a variety of unique events.

Use code 'iSPORT10' for an exclusive 10% OFF your next booking.



Find out more at
[twickenhamstadium.com/venue-hire](https://www.twickenhamstadium.com/venue-hire)
or call 020 8744 9997



TWICKENHAM
Principal Partner
BRITISH AIRWAYS

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.

Tim Westcott

Senior Principal Analyst, Digital Content & Channels at Omdia

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.

iSportConnect Partners



Venue Partner



Principal Partner
BRITISH AIRWAYS

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



Jay Stuart

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

Anouk Mertens

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.



iSportConnect
Web3 Summit

Discover how to futureproof your business using the decentralised internet

JUNE

Tuesday 28th - Wednesday 29th
Emirates Stadium, London

[MORE INFORMATION HERE](#)

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
JUNE 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