

Lausanne Masterclass: The future of sports monetisation

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Tuesday 20th September 2022



09:30 - 14:00 CEST



Maison du Sport International, AV. de
Rhodanie 54, 1007 Lausanne, Switzerland

Masterclass

Agenda Tuesday 20th September 2022

10:00 iSportConnect Welcome

10:05 Data Presentation: Growth Trends in Sport with Archie Woodhead, InCrowd

10:30 Panel: "B2B vs D2C - The Future of Broadcast Revenues"

11:30 Networking/ Coffee Break

12:00 Interview: 1on1 With The NBA's Dan Rossomondo: A Global Perspective

12:45 Lunch & Networking

14:00 End of Masterclass

10:00 iSC Welcome



Jay Stuart

Editor at Large, 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.

10:05 Growth trends in sport "The data download"



Archie Woodhead

Chief Strategy Officer, InCrowd

Archie is a co-founder of InCrowd and leads its strategy and consulting division, helping clients generate revenue from the products and services that InCrowd delivers with a focus on OTT subscriptions and digital sponsorship. He comes from a sponsorship and marketing background during 6 years at IMG working on the Indian Premier League, London Triathlon and Etape Cycling series.

Panel 10:30

B2B vs D2C: "The future of broadcast revenues"

For most sports the B2B broadcast proposition remains central both for reaching audiences and for revenue generation (sale of rights to broadcasters can account for as much as 80% of total income). But with digital-first already the rule for many viewers, reaching fans directly with OTT is an increasingly viable option. Monetization remains the key consideration.

How can rights owners with OTT ambitions generate revenue from D2C as a complement within a TV-based business model? How can they work with broadcasters that have developed their own digital offerings to maximise audiences and value? How can sports that have limited broadcast exposure make D2C pay in a time of hyper-competition for viewers and consumer media spend?

Moderator



Jay Stuart

Editor at Large, 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.

Speakers



Jerome Parmentier

Head of Broadcast & Media Rights,
International Olympic Committee

Jérôme joined IOC Television & Marketing Services in March 2016. His professional background includes 18 years of managerial positions in the international sports business, working for Eurosport (now Warner Bros. Discovery), European Athletics, UEFA and CAA11.

Speakers



svt

Jan Olsson

Head of Sport Rights, Swedish Television, SVT

Jan Olsson joined SVT as Head of Sports Rights in 2010 after being General secretary in several national sports federation over 20 years. He is also vice president in the EBU Sports committee and a former national team athlete.



INTHEGAME

Aviram Sharon

Co Founder & CEO, InTheGame

Aviram is the Co-Founder and CEO of Inthegame. Aviram grew up in NY and Tel Aviv, and comes from a rich background and great love for competitive sports, and media. [Inthegame](#) is a global leader of viewer interaction technology and a patented in-stream engagement and monetization platform.



FIBA
media

Andrew Ryan

Managing Director, FIBA Media

Andrew leads the 17-year joint venture between FIBA and DAZN which encompasses all production and rights commercialisation (broadcast, OTT D2C and data) for FIBA's premium events (World Cups and Continental championships (and their qualifiers), global junior events and the Olympic Qualifying Tournaments).



Speakers

Abhishek Ranade

Head of EMEA, Media & Entertainment,
TATA Communications

Abhishek Ranade is the managing director of the media and sports business for Tata Communications in EMEA. He is responsible for driving sales, strategy and operations for Tata's media business in the region. He has over 15 years of experience in the media-technology-telco industry and has built the business for TATA from ground up.

Interview

12:00

Interviewer



Ion1 With The NBA's Dan Rossomondo: A Global Perspective

Jay Stuart

Editor at Large, iSportConnect

Guest



Daniel Rossomondo

Head of International Commercial Strategy
& Development, NBA

As Senior Vice President, Global Media in the Global Partnerships group at the National Basketball Association, Dan Rossomondo manages the media sales relationships with NBA global licensees and the media execution of the NBA's global partners while working to increase existing revenue and to create new revenue streams.

iSportConnect

Events Calendar 2022



March 29th - **Digital & Data Brands Masterclass**,
London, UK



May 10th - **Broadcast & OTT Masterclass**,
London, UK



September 20th - **Lausanne Masterclass**,
Lausanne, Switzerland



October 5th -6th - **Exclusive Broadcast Masterclass**,
With EBU, Malta



October 19th - **Brands Masterclass**,
London, UK ArcelorMittal Orbit,
Queen Elizabeth Olympic Park



December - **Leadership Masterclass**,
London, UK, Emirates Stadium

Next Web3 Summit in London



June 14th - 15th 2023- **Web3 Summit**, London, UK

BRANDS MASTERCLASS 19th October, London UK
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