

## **Sports Content Protection and Anti-Piracy Summit**

Effective anti-piracy solutions for content distribution: safeguarding platform integrity, preserving media rights, and ensuring a secure environment for fans.

**Thursday 9th November (Pinsent Mason, Crown Pl, Earl St, London)**

### **8:00am: Arrival, Registration and Breakfast**

**9.00am: Opening Address - Mark Lichtenstein, Chairman, Sports Rights Owners Coalition**

### **9.10am: Panel Discussion: Fortifying the Future: Strategies and Challenges in Sports Media Rights and Secure Distribution**

- Maximising Reach & Minimising Risks: Delving into the challenges of optimising content dissemination through TV, digital, and mobile platforms while fortifying defences against piracy threats.
- Balancing Distribution & Defense: Navigating the complexities of forming pacts with entities that both disseminate and defend sports content.
- Strengthening Bonds for Shared Goals: Cultivating relationships and trust with partners to promote a united front against piracy.
- Addressing the immediacy of live-stream piracy to preserve the rights holders' income streams and guarantee genuine experiences for fans.
- Adapting to the Digital Age: Capitalising on Direct-to-Consumer (D2C) frameworks and technological advancements to enhance security measures for highlight reels and live games.
- Future-Proofing Streaming: Protecting the dynamic landscape of IP-based sports streaming from prevailing and anticipated challenges.
- Harnessing Regulatory Power: Employing regulatory mechanisms as a tool to enhance the integrity and security of content.

#### **Panellists:**

**Oliver Pribramsky**, Head of Rights Management, **DFL**

**Steve Nuss**, Director, Media Distribution, **NBA**

### **9.40am: Research into the sports piracy landscape – Who? How? Why? What?**

- YouGov Sport will be presenting new research exploring:
  - Scale of sports piracy in the UK and US
  - How sport is pirated
  - Motivations of an illegal streamer

**Sean Miller**, Consumer Lead - Sport, **YouGov**

### **10:05-10:30 Networking Break**

**Chairperson - Jay Stuart**, Content Director, **iSportConnect**

### **11.00am: Talk title to be announced**

**Stephen Townley**, International Neutrals JAMS Mediation, Arbitration and ADR Services, **JAMS**

### **11.25am: Panel: Aligning Legal Strategy with Sports Content Protection for Rights Holders**

- Holistic Protection Framework: Integrating legal tools, technological solutions, and business objectives to comprehensively secure sports content.

- Strategic Partnerships: Forming alliances with broadcasters, tech firms, and legal entities to present a united front against content infringements.
- Legislative Advocacy & Influence: Shaping and influencing IP and copyright policies to benefit sports rights holders and deter unauthorised use.
- Operational Excellence in Enforcement: Streamlining operations to detect, report, and act against piracy in real-time while ensuring maximum legal protection.

**Panellists:**

**Cameron Andrews**, Legal Director, Anti-Piracy, **bein**

**Trevor Albery**, VP, Legal, Content Protection & Analytics, **Warner Bros. Discovery**

**Tom Nener**, Partner, Risk Advisory Services, Intellectual Property, **Pinsent Masons**

**11.50am: Maximising the Value of International Rights**

- Geo-blocking - How do we control content borders in a world centred around streaming?
- Account sharing - What can be done to unlock hidden viewers whilst not disrupting paying ones?
- Localisation - What if we could offer hyper personalised services to viewers based upon exactly where they are? In a stadium, in their home, in a local town.

**James Clark**, GM Media & Entertainment, **GeoComply**

**12.15pm: Roundtable Session**

**Roundtable 1: Protecting international rights deals, and curbing account sharing**

**James Clark**, GM Media & Entertainment, **GeoComply**

**Roundtable 2: Legal Perspectives on Sports Content Piracy**

- Evaluate the effectiveness of current copyright laws in curbing sports content piracy
- Discuss potential changes or improvements to the legal landscape
- Analyse case studies of successful legal actions against piracy

**Lee Kent**, Anti-Piracy, **bein**

**Roundtable 3: Monetisation Strategies Amidst Piracy Challenges**

- Explore how piracy threats can be converted into revenue generation opportunities
- Share successful models of monetization in the face of piracy
- Discuss the role of pricing, interface design, and unique content offerings in converting pirates into paying customers

**Roundtable 4: Future-Proofing Sports Content Protection**

- Examine future threats to sports content and strategies for preemption
- Discuss the evolving landscape of DRM and OTT
- Share visions and predictions for the future of sports content protection.

**12.40pm: Lunch**

**13.20pm: Pioneering Anti-Piracy Strategy with Advanced Tech Expertise**

- Comprehensive Protection: Drawing from extensive experience, emphasising a thorough plan from threat identification to strategy rollout.
- Real-time Detection & Targeting: Harnessing AI and machine learning for instantaneous detection of unauthorised activities and pinpointing sources of illegal

content.

- End-to-End Tech Solutions: Using watermarking, DRM solutions, and advanced algorithms to secure the entire broadcasting chain.
- 360° Digital Protection: Collaborating with ISPs, app stores, and search engines, and offering full protection across all digital channels where illegal content could emerge.

**Guillermo Rodriguez**, COO - LaLiga Content Protection, **La Liga**

**Juan Rotger**, Head of Global Content Protection, **La Liga**

### **13.45pm: Capitalising on Piracy Challenges: From Threat Mitigation to Revenue Maximization [to be edited]**

- Decoding Piracy Patterns for Strategic Growth: Delve deep into the process of understanding and mapping piracy trends. Showcase how this intelligence not only aids in IP protection but also uncovers latent market opportunities and consumer behaviours, priming businesses for strategic expansion and revenue growth.
- Marrying Technology with Business Strategy: How technologies, when aligned with broader business objectives, can pivot potential threats into avenues for legitimate content consumption and increased revenue.
- From Pirates to Premium Subscribers: A Multifaceted Approach: Explore the nuanced strategy of converting unauthorised viewers into loyal customers. Highlight the combination of understanding varied legal systems, deploying innovative pricing structures, crafting user-centric platforms, and offering exclusive content as a holistic strategy to foster engagement and enhance revenue streams.
- Harnessing Global Copyright Variances: Dive into the complexities of navigating diverse legal systems and copyright laws across multiple jurisdictions. Showcase the potential of leveraging these differences to craft tailored anti-piracy strategies that not only protect content but also promote legitimate consumption, maximising growth opportunities in varied markets.

**George Lawson**, Head of Commercial Strategy, **Sky**

### **14.10pm: 'I have a Dream'**

**Money, Money, Money-** enabling rights holders to monetize exclusive and contracted assets

- Illegal streaming of games- how we have seen markets and fans growth of interest from Madrid 2014 to Manila 2023.
- Highlights, Super Feed and International Feed protection

**Name of the Game** - Understanding that we need to be realistic in attacking the piracy landscape.

- Platforms, Frustrations and Battles: naming the platforms that are tough to work with and those that seem to protect sports properties more than others.
- Interrupting behaviour: Looking at it from a fans point of view. How do we influence change?

**Take a chance on me** –trying stuff that is messy.

- Technology Partners- who we work with, what we do and don't do.
- Rights Holders - working in partnership to maximise takedown ( China and MENA examples).

**Brian Walshe**, Rights Holder Marketing Manager, **FIBA Media**

### **14.35pm: Closing Remarks**

