

Elevating Sporting Entertainment through Tech Platforms

9.10am: Opening Remarks by Chairperson

- Introduction to the conference theme and objectives.

Generating Value through Digital Transformation in Sport

9.15am: Digital Products that Add Business Value

- Developing a diverse digital inventory to create direct-to-consumer (D2C) media for a sports organisation and help to widen fan engagement.
- How digital platforms - whether that is in-stadia experiences or the distribution of premium content - can enable rights holders to gather and make data-driven decisions based on fan and stakeholder data.
- How digital transformation and innovation adds value to the operational workflows within the business of sport.
- Where investors are supporting technology platforms to improve the data management capability and fan engagement actions within sports organisations.

9:40am: Panel: Rights Holders Developing Digital Assets to Grow Fan Bases and Driving Revenue

- Discussing technology platforms and digital sports products that transform passive fans into engaged customers.
- Examining the role of these platforms in driving revenue growth and international expansion for rights holders.
- Exploring digital transformation and how it diversifies sporting entertainment offerings, enhancing fan loyalty and increasing property value.

10:25am: Breakout Session: Maximising Fan Engagement Through Innovative Digital Solutions

- How digital assets can be developed and utilised to boost fan engagement and operational efficiency.
- how digital innovation can streamline operational workflows in the sports industry, leading to increased efficiency and value.
- Group discussion to inspire innovative thinking and practical solutions for leveraging digital technology in sports media and fan engagement.

10.55am: Networking

Innovative Digital Technologies Transforming the Sports Industry

11.25am: Tech Showcase

Session Overview:

- Showcasing Cutting-Edge Digital Platforms: A presentation of the latest digital platforms and products that are reshaping fan engagement and media distribution in sports. This will include demonstrations of in-stadia experiences, premium content delivery platforms, and fan interaction tools.
- Data Management and Analytics Solutions: Exploring advanced data management

platforms and analytics tools used by sports organisations to understand fan behaviours and preferences, thereby making data-driven decisions.

- Operational Technology Innovations: Displaying digital solutions that enhance the operational aspects of sports organisations, from ticketing systems to customer relationship management platforms.
- Interactive Demonstrations: Attendees will have the opportunity to interact with the showcased technologies, gaining first-hand experience of how these innovations operate and can be implemented within their own organisations.
- Expert Insights: Representatives from leading tech companies and startups will be available to discuss the potential applications of their technologies in sports, offering insights into development, integration, and investment opportunities.

12.45pm: Networking Lunch

The Role of Investors in Driving Digital Transformation in Sports

13.45pm: Investor Insights: The Driving Force Behind Digital Transformation in Sports

- Exploring the shift in fan engagement and consumption patterns in sports due to the rise of digital entertainment options.
- Discussing that digital transformation goes beyond mere technology adoption. It's about systemic and cultural changes within sports organisations, focusing on long-term value extraction for fans and commercial partners.
- Fan-Obsession as the Key to Success: Emphasising the importance of understanding and catering to diverse fan preferences. How investing in tracking individual fan preferences and analysing shared data can create valuable digital experiences.
- Areas for Data-Driven Approach in Sports:
Direct Fan Relationships: Utilising platforms like online streaming, mobile gaming, and social media to foster constant, multi-channel connections and gather first-party data.
Digital Competition Management: Implementing new digital tools for efficiency and data generation, leading to potential savings and innovations.
Enhancing Content Value: Leveraging real-time data from live matches for coaching, strategy, and enriched broadcast content storytelling.

14.10pm: Panel: Investment Opportunities and the Future of Sports Technology:

- Showcasing where and why investors are keen on supporting technology platforms that enhance data management and fan engagement in sports. The importance of a unified data ecosystem in driving these initiatives.
- Exploring what's creating value in fan engagement and live sports entertainment, and how demand is driving investment. What does the future sustainable tech ecosystem look like in sport?
- Where investors are navigating challenges and seizing short and long term opportunities

14.55pm: Concluding Breakout Session: Using Digital Transformation to Develop a Sporting Entertainment Property

- Reflecting on Digital Products and Their Business Impact: Revisiting the morning's discussions on developing digital inventories and D2C media strategies in sports. A collective review of how digital platforms are enabling sports organisations to make informed, data-driven decisions.
- Discussing the balance between fan engagement and revenue growth through

digital transformation.

- How the demonstrated technologies can be integrated into sports organisations and their potential to revolutionise fan experiences and operational workflows.
- Exploring the sustainable tech ecosystem in sports and identifying the innovation needed by sports rights holders, which would be the demand driving future investment.

15.25pm: Closing Remarks

15.30pm: Close of Event