

# EVENT SPONSORSHIP DETAILS

# SVG<sup>®</sup>SUMMIT

DECEMBER 10-11, 2018 • NEW YORK HILTON

## Monday General Sessions: REMOTE PRODUCTION TECH

**WHEN:** Monday, December 10, 1:00 – 4:30 p.m.  
**WHAT:** Industry leaders take the main stage to discuss production workflows, tools, and technologies  
**WHO:** Open to all SVG members and sponsors. *Sponsorship opportunities on page 4*

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## Tuesday General Sessions: STATE OF THE INDUSTRY

**WHEN:** Tuesday, December 11, 9:00 a.m. – 4:00 p.m.  
**WHAT:** Featuring operational, production, and digital executives related to the top U.S. professional leagues  
**WHO:** Open to all SVG members and sponsors. *Sponsorship opportunities on page 4*

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## Monday Workshops: IP, CLOUD, CONTENT, VENUE

**WHEN:** Monday, December 10, 10:00 a.m. – 4:30 p.m.  
**WHAT:** **IP Production, Cloud Workflows, Sports Content Management, Venue Production**  
**WHO:** Open to all SVG members and sponsors. *Sponsorship opportunities on page 5-8*

PAGE 5-8

## Monday Initiatives: SVGW, DTV AUDIO

**WHEN:** Monday, December 10, 8:30 a.m. – 4:30 p.m.  
**WHAT:** **SVGW, DTV Audio Group**  
**WHO:** Open to all SVG members and sponsors. *Sponsorship opportunities on page 8*

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## Technology Showcases: EXHIBITS

**WHEN:** Monday, December 10, 4:00 – 6:30 p.m.; Tuesday, December 11, 8:30 a.m. – 2:30 p.m.  
**WHERE:** 3rd Floor: Mercury Ballroom, Mercury Rotunda, Lobby, Petit Trianon, and Rendezvous  
**HOW:** Contact Rob Payne, [rob@sportsvideo.org](mailto:rob@sportsvideo.org) or Andrew Gabel, [agabel@sportsvideo.org](mailto:agabel@sportsvideo.org)

## SVG<sup>®</sup>digital

[www.SVGDigitalSummit.com](http://www.SVGDigitalSummit.com) | #SVGdigital

**WHEN:** Monday, December 10, 11:00 a.m. – 5:00 p.m.  
**WHAT:** Leaders in the sports-digital-media and content-creation industry will converge to discuss social media and live social video, over-the-top (OTT) distribution strategies, augmented reality and virtual reality, and data analysis and integration.  
**WHO:** Open to all SVG members and sponsors. *Sponsorship opportunities on page 10*

PAGE 10

## SPORTS BROADCASTING HALL OF FAME

[www.sportsvideo.org/halloffame](http://www.sportsvideo.org/halloffame)

**WHEN:** Tuesday, December 11: Cocktail Reception, 5:30 p.m.; Ceremony, 7:00 p.m.  
**WHAT:** Honoring leaders in sports broadcasting, production, and technology: Gary Bettman, Mary Carillo, Bob Costas, Bill Fitts, Bud Greenspan, Peter Larsson, David Mazza, Gene Mikell, Jim Nantz, Neal Pilson, and Dick Vitale  
**WHO:** Requires separate, paid registration. Space is extremely limited.  
*Sponsorship opportunities on page 11*

PAGE 11

## NewsTECHForum

[www.newstechforum.com](http://www.newstechforum.com) | #NewsTECHForum

**WHEN:** Monday, December 10, 1:00 – 5:00 p.m.; Tuesday, December 11, 9:00 a.m. – 12:30 p.m.  
**WHAT:** Advances in news technology, produced by TVNewsCheck and SVG  
**WHO:** Open to all SVG members. SVG sponsors require separate registration.  
*Sponsorship opportunities on page 13*

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# SVG SUMMIT

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#svgsummit

## Monday General Sessions: **REMOTE PRODUCTION TECH**

Monday's General Sessions track will put a focus on IP-based workflows, SMPTE-ST2110 developments, and how these new ways of signal transport will transform the way the industry works and serves content to sports fans. What new technologies are changing the nature of remote-production truck and flypack design? Attend this informative afternoon and learn about the latest trends in front-bench design, IP signal transport, replay devices, and more.

### 1:00 – 1:30 p.m. **New Standards That Will Make a Difference**

Matthew Goldman, SMPTE President, discusses the latest advances in standards development and how they will impact the way sports content is produced, managed, and distributed. Join us for this informative session that will help you stay knowledgeable on next-generation developments.

### 1:30 – 1:45 p.m. **Case Study**

### 1:45 – 2:15 p.m. **Remote Production Design Update: New Trucks, New Trends**

A number of new trucks hit the road in 2018. Experts involved in those truck builds take to the stage to discuss their new vehicles, what new technologies made a difference in terms of futureproofing and new capabilities, and what's on the drawing board for 2019.

### 2:15 – 2:45 p.m. **The Virtualized Truck: Mapping Out a Software-Based Future**

The days of dedicated hardware and dedicated networks may be a thing of the past sooner rather than later. Some product categories are already in the midst of making the transition while others are getting ready to make the switch. How will the move to flexible infrastructures impact the way products and services are sold and managed? And are there any downsides?

### 2:45 – 3:00 p.m. **Networking Break**

### 3:00 – 3:30 p.m. **1080p HDR Production Workflows: Are We There Yet?**

When it comes to future sports production formats, is 1080p combined with HDR the sweet spot in terms of cost and performance? What is the current state of an all-1080p workflow with or without HDR? And if HDR is desired, how can it most easily be layered into a production?

### 3:30 – 3:45 p.m. **Case Study**

### 3:45 – 4:30 p.m. **Bringing Fans Closer, Making Them Smarter:**

### **Next-Generation Graphics and Data Visualization**

There are more and more ways to use augmented-reality technology, camera tracking, and data visualization to give much more impact to a sports production. What are some of the new ways that networks and leagues are using technology to engage with viewers in new ways?

**4:00 – 6:30 p.m.**

**TECHNOLOGY SHOWCASES OPEN  
AND  
OPENING NIGHT RECEPTION**



# SVG SUMMIT

www.thesvgsummit.com  
#svgsummit

## Tuesday General Sessions: **STATE OF THE INDUSTRY**

On Tuesday, the SVG Summit will be held in the Trianon Ballroom where a series of panel discussions and keynote conversations with leaders from the sports-production community will look at everything from HDR workflows to esports, REMI/at-home/home-run productions, augmented reality, and more.

Be sure to make time to attend these must-see discussions!

### 8:30 a.m. **Technology Showcases Open**

### 9:00 – 9:30 a.m. **Opening Keynote Conversation**

### 9:30 – 10:15 a.m. **What's Next in Sports Tech?**

Whether it is a new POV camera, improved audio mixing, augmented reality, or data visualization, there are more ways than ever to keep fans engaged. What are some of the cool developments in 2018 that can make a difference moving forward?

### 10:15 – 10:45 a.m. **Networking Break**

### *Visit the Technology Showcases!*

### 10:45 – 11:15 a.m. **The Business of Remote Production**

The remote-production industry is constantly in a state of motion as remote-production service providers look to meet ongoing client needs, develop new facilities with an eye to a future, and make sure they are flexible enough to turn on a dime to meet client needs. What are the current challenges in the remote-production business, how is the industry responding to those challenges, and how can a world where live sports content production is exploding keep up with the demand?

### 11:15 – 11:30 a.m. **Case Study**

### 11:30 a.m. – 12:15 p.m. **OTT, Social Media, and the Impact on Production**

As OTT and social-media content delivery becomes prevalent and more important to sports fans, there is more demand than ever on production teams to create content in new ways. How are networks and leagues changing their production philosophies and workflows to keep fans engaged on every screen?

### 12:15 – 1:15 p.m. **Networking Lunch**

### 1:15 – 1:45 p.m. **Esports, Broadcasting, and Why It Matters**

Esports continues to rise in prominence and traditional networks and leagues increasingly are getting involved with new efforts to get engaged with the esports community. What is the role that esports will play alongside the traditional sports community? How do esports productions and operations differ from a stick-and-ball sports? And what does esports mean to your business?

### 1:45 – 2:00 p.m. **Case Study**

### 2:00 – 2:30 p.m. **Networking Break**

### *Visit the Technology Showcases!*

### 2:30 – 3:15 p.m. **Artificial Intelligence and Automated Production: The Great Debate**

The combination of artificial intelligence and automated production tools is already impacting the way sports events are produced. But the technologies are still in the early stages and there is much to be learned. Are all AI systems created equal? How can one evaluate which AI system is the smartest for the task? And can AI coupled with automated production really tell the story as well as a human production team?

### 3:15 – 3:30 p.m. **Case Study**

### 3:30 – 4:00 p.m. **Closing Keynote**

**8:30 a.m. – 2:30 p.m. TECHNOLOGY SHOWCASES OPEN**




 Monday/Tuesday General Session **SPONSORSHIP OPTIONS**

<b>SPONSORSHIP OPPORTUNITIES:</b>	<b>TITLE LEVEL (1) \$28,500</b>	<b>DIAMOND LEVEL \$18,000</b>	<b>GOLD LEVEL \$9,000</b>	<b>SILVER LEVEL \$6,000</b>
Technology Showcase Tabletop	✓	✓	✓	✓
Executive Welcome (Tuesday)	✓			
Panel Position (Monday)	✓	✓		
Video Interview	✓	✓		
Meal Sponsorship	Tuesday Lunch, Exclusive Sponsor	Monday Reception, Co-Sponsor	Tuesday Breakfast, Co-Sponsor	
Session Introduction (Monday or Tuesday)	✓			
Ad in Event Program	Spread	Full Page	Half Page	
Event Website and Signage	Logo	Logo	Logo	Text
Literature Distribution on Registration Table	✓	✓	✓	
Additional Passes	4	3	2	1
Post-Event Registration List	✓	✓	✓	✓

<b>OTHER SPONSORSHIP OPPORTUNITIES:</b>		
Badges	\$6,000	One available, SVG produces with your logo
Lanyards	\$6,000	One available, SVG produces with your logo
Monday/Tuesday General Session Sponsorship (Video)	\$7,000	One-minute intro and 30-second video
Monday/Tuesday General Session Sponsorship (Non-Video)	\$6,000	Two-minute intro
Monday General Session Networking Break Sponsorship	\$3,000	One available
Tuesday General Session Networking Break Sponsorship	\$4,000	Two available
Video Ad	\$3,000	15-second supplied promo video ad to run between sessions
Case Study	\$8,000	Two available on Monday; three available on Tuesday (10 minutes)
Registration Table Sponsorship	\$5,000	One available, registration table sponsor with signage
Padfolio	\$6,500	One available, SVG produces with your logo
Charging Station With Logo	\$3,500	One available, your logo branded as power sponsor
Social Hashtag Sponsor	\$4,000	One available, your company handle added to all SVG tweets, slide promo, website, win gift, customized logos, etc.
Conference Bag Sponsor	\$7,500	One available, SVG produces conference bag distributed to members
Full-page Ad in Event Program	\$2,500	Full-page color ad in event program
Half-page Ad in Event Program	\$1,500	Half-page color ad in event program
Monday Demo Room	\$10,000	Based on availability

# SVG SUMMIT

## MONDAY WORKSHOPS

# SVG CLOUD WORKSHOP

[www.thesvgsummit.com](http://www.thesvgsummit.com)  
#svgsummit



**Time:** 10:00 a.m. – 12:00 p.m.

For the fourth consecutive year, the SVG Summit will feature a **Cloud and Virtualization Workshop**, which will focus on cloud-based production and media-asset-management workflows currently being deployed by sports-production organizations. This seminar aims to provide Summit attendees with insight into how the cloud, virtualization, and SaaS are dramatically transforming the entire video-production ecosystem and will include a trio of case studies followed by a panel addressing best practices in the cloud.

10:00 – 10:30 a.m. **Opening Keynote**

10:30 – 10:50 a.m. **Case Study**

10:50 – 11:10 a.m. **Case Study**

11:10 a.m. – 12:00 p.m. **The Flexible Future: Virtualization, SaaS, and the Move to the Cloud**

In an effort to minimize costly hardware onsite and streamline content-management operations, many sports-media organizations are transitioning from an on-premises, single-purpose infrastructure to a virtualized, flexible ecosystem that relies largely on software orchestration. As a result, the entire video-production ecosystem is undergoing a makeover: from storage and editing to encoding and transcoding and beyond. Technology leaders and content owners address the potential risks and opportunities in making this dramatic technological shift.

## WORKSHOP SPONSORSHIP OPPORTUNITIES

### TITLE SPONSORSHIP

(One available)

**COST: \$6,000**

- Five-minute executive welcome remarks and PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

### CASE STUDY SPONSORSHIP

(Based on availability)

**COST: \$5,500**

- 10-minute presentation, on-screen logo
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

### SESSION SPONSORSHIP

(Based on availability)

**COST: \$4,500**

- Two-minute session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

# SVG SUMMIT

## MONDAY WORKSHOPS

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#svgsummit

## SVG

# IP PRODUCTION WORKSHOP

**Time:** 10:00 a.m. – 12:00 p.m.

The **IP Production Workshop** is designed to provide a comprehensive overview of the state of the developments related to the SMPTE 2110 standard that promises to revolutionize the industry. This year's workshop will take an in-depth look at how your organization, whether a network, league, or remote-production services provider, can develop a series of best practices with respect to your compound IP and IT network infrastructure. Security threats to a network compound continue to grow every day, so attend this session to learn how you can ensure your network and operations are secure.

### 10:00 – 10:30 a.m. **The Move to IP: Getting Practical**

The transition to IP-based signal transport continues to gain speed, especially with the introduction of ST-2110 last year. But there is still much to be done, and learned, as manufacturers build out their IP-based products and their customers put them to use. Experts in IP-based systems discuss where we stand on the road to IP, where the challenges are, and what steps the industry will take in 2019 to make the move to IP easier than ever.

### 10:30 – 10:45 a.m. **Case Study**

#### 10:45 – 11:15 a.m. **IT Network Security: Keeping the Wolves at Bay**

Is your facility doing all it can to battle the onslaught of phishing and attacks on its network and data? Like many, the University of Notre Dame network is attacked by hackers upwards of 3 million times a day! Those responsible for holding off those attacks will take to the stage and discuss how they do it. A live view of Notre Dame's incoming attacks during the session will reveal the attacks in realtime and provide discussion points about how to keep the attackers at bay.

#### 11:15 a.m. – 12:00 p.m. **Compound IT Networks: Tips and Best Practices**

Compounds and the remote production equipment located within them are increasingly tied together by IT networks. Those networks bring new risks as things like computer viruses can potentially bring down a compound and its facilities. What steps can those in the compound take to ensure compound IT networks are secure, virus free, and the risks of disaster are mitigated?



## WORKSHOP SPONSORSHIP OPPORTUNITIES

### TITLE SPONSORSHIP

(One available)

#### **COST: \$6,000**

- Five-minute executive welcome remarks and PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

### CASE STUDY SPONSORSHIP

(Based on availability)

#### **COST: \$5,500**

- 10-minute presentation, on-screen logo
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

### SESSION SPONSORSHIP

(Based on availability)

#### **COST: \$4,500**

- Two-minute session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

# SVG SUMMIT

## MONDAY WORKSHOPS

### SVG PRESENTS SPORTS CONTENT MANAGEMENT WORKSHOP

STORAGE • MAM • AI • CLOUD

**Time:** 1:00 – 4:30 p.m.

The **Sports Content Management Workshop** is designed for SVG members and sponsors looking to learn about the latest developments in media-asset-management (MAM) and storage technology and workflows. This afternoon workshop will feature MAM leaders from major broadcasters, leagues, teams, and vendors offering first-hand perspectives and behind-the-curtain looks at their respective workflows. The Sports Content Management Workshop is a can't-miss event for anyone looking to build an efficient content-management and storage/archiving infrastructure, as well as to stay up-to-date on the latest technological developments.

**1:00 – 1:30 p.m. AI vs. Machine Learning: What's the Difference and Why It Matters**

The multitude of definitions for the terms *artificial intelligence* and *machine learning* has only continued to grow and cause further confusion. Also, the buzz around these next-gen technologies has exploded in recent years. This panel takes a deep dive into the meaning of both terms, exploring how marrying deep data, advanced algorithms, and automation can streamline your operation. Learn how major sports-media organizations are leveraging AI and machine learning for speech-to-text translation, object and facial recognition, automated personalization and content discovery, and more.

**1:30 – 1:45 p.m. Case Study**

**1:45 – 2:15 p.m. Turbocharging Your Storage: The Power of NVMe, GPU Acceleration, and Next-Gen Tech**

What are the latest storage advances and workflows changing the way sports-media organizations manage and store their content? Several vendors have begun using more processing and increasing the GPU speed, greatly increasing the power of their storage systems. In addition, NVMe (Non-Volatile Media Express) control of SSD storage allows media organizations to significantly boost ingest speeds and performance for data-intensive workflows. Learn how these bleeding-edge technologies are quickly becoming real-world solutions for sports-content creators.

**2:15 – 2:45 p.m. Keynote: TBD**

**2:45 – 3:00 p.m. Networking Break**

**3:00 – 3:30 p.m. LTO Roadmap and Applications: What Does the Future Hold for Tape?**

Today, many sports broadcasters, leagues, and teams are creating as much video content in a year as they used to produce in a decade. And, with the hype around the cloud reaching monumental proportions, many sports organizations are exploring migrating their rapidly growing libraries and archives to the cloud. However, for most, LTO tape remains the most cost-efficient format for storing media long-term. This session focuses on the future of tape and how media-asset managers can make smart, forward-looking decisions for the future of their content.

**3:30 – 3:45 p.m. Case Study**

**3:45 – 4:30 p.m. Vendor-Broadcaster Q&A: State of the Marketplace for MAM Marketplace**

In this unique Q&A session, MAM vendors take the stage for a one-on-one discussion with leading content-management executives from sports leagues and broadcasters. The two groups will address top-of-mind issues, such as answering the question "out-of-the-box solution or build our own?," matching workflow to systems, and more. Come join the fun for this lively back-and-forth and learn how MAM workflows and systems are evolving today.



## WORKSHOP SPONSORSHIP OPPORTUNITIES

### TITLE SPONSORSHIP

(One available)

**COST: \$6,000**

- Five-minute executive welcome remarks and PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

### CASE STUDY SPONSORSHIP

(Based on availability)

**COST: \$5,500**

- 10-minute presentation, on-screen logo
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

### SESSION SPONSORSHIP

(Based on availability)

**COST: \$4,500**

- Two-minute session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

# SVG SUMMIT

## MONDAY WORKSHOPS

### SVG VENUE PRODUCTION WORKSHOP



**Time:** 1:00 – 4:30 p.m.

The SVG Venue Initiative serves the educational, informational, and networking needs of sports-venue personnel, including videoboard production, control-room technology and infrastructure, engineering and IT, television broadcasting, and more. All are encouraged to attend the **Venue Production Workshop** to discuss their challenges and network with venue professionals, broadcasters, systems integrators, and technology providers.

1:00 – 1:30 p.m. **The Latest in Fan Engagement: Local Teams Weigh In**

The Venue Production Workshop kicks off with a look at how teams in the New York area are drawing fans to the stands game after game. From larger-than-life video displays to mobile gaming and everything in between, learn production tips from local teams and the tech tools they rely on to entertain and engage fans in the biggest media market in the country.

1:30 – 1:45 p.m. **Case Study**

1:45 – 2:15 p.m. **Importance of Upfront Coordination in Control Room Design**

As video-control rooms expand in both size and scope, the amount of coordination and coordinated effort required increases in both importance and complexity. Whether it's a new control room or renovation of an existing space, everyone involved in the project — from the architect and systems integrator to the acoustics supervisor and engineer — must be on the same page from beginning to end of the project.

2:15 – 2:45 p.m. **How Systems Integrators Make Technology Decisions and Execute Client Needs**

In addition to coordinating with architecture, acoustics, and engineering, systems integrators must work with the client to make the best technological decisions while keeping the project on time and under budget. Leading systems integrators take the stage alongside leading technology vendors to explain how decisions get made as they walk attendees through every step of the control-room-design process.

2:45 – 3:00 p.m. **Networking Break**

3:00 – 3:45 p.m. **Designing A Broadcast-Friendly Sports Venue That Works for Everyone**

Despite the importance of the at-home television broadcast, broadcasters often encounter difficulty getting their needs met when sports venues are under construction or renovation. What are broadcasters looking for, and how can everyone at the venue — from client to architect to systems integrator and more — work with broadcasters and leagues to ensure venue design works for everyone?

3:45 – 4:00 p.m. **Case Study**

3:45 – 4:30 p.m. **The Great Debate: Is HDR the Future of In-Venue Video?**

The Venue Production Workshop concludes with a look to the future of in-venue video. Earlier this year, the first HDR-capable videoboard in North America was installed at Coors Field in Colorado. Are there more to come? Leaders in the field debate the role that HDR could play in the sports-venue space, the benefits and drawbacks of the technology, and how it might enhance the fan experience.

## WORKSHOP SPONSORSHIP OPPORTUNITIES

### TITLE SPONSORSHIP

(One available)

**COST: \$6,000**

- Five-minute executive welcome remarks and PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

### CASE STUDY SPONSORSHIP

(Based on availability)

**COST: \$5,500**

- 10-minute presentation, on-screen logo
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

### SESSION SPONSORSHIP

(Based on availability)

**COST: \$4,500**

- Two-minute session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

# SVG SUMMIT INITIATIVES

[www.thesvgsummit.com](http://www.thesvgsummit.com)  
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## SVGW

**Time:** 8:30 – 10:00 a.m.

**SVGW** is a networking group that aims to enhance the role of women in the creation, production, and distribution of sports content. *SVGW* members work for sports leagues, teams, television networks, technology companies, and start-ups where their focus is the business and technology behind sports production.

To reserve a spot, email Karen Hogan Ketchum at [karen@sportsvideo.org](mailto:karen@sportsvideo.org).



**SVGW BREAKFAST SPONSORSHIP** (Two available)

**COST: \$3,500**

- Signage at event
- Welcoming remarks (discussed with SVGW prior to event)
- Post-event attendee list



## DTV AUDIO GROUP

produced by **SVG**

**Time:** 10:00 a.m.

**DTV Audio Group's** mission is to help our industry meet the potential of digital television audio with consistency and efficiency through education and communication.

*For sponsorship inquiries, contact:*

**Rob Payne**, [rob@sportsvideo.org](mailto:rob@sportsvideo.org) or

**Andrew Gabel**, [agabel@sportsvideo.org](mailto:agabel@sportsvideo.org)



## Monday, December 10, 11:00 a.m. – 5:00 p.m.

Join the SVG Digital Workshop to catch up on the latest in digital-sports-video tech, including latency, security, and the impact of 5G, along with the business opportunities behind social-media platforms, AR, and more.

### 11:00 – 11:45 a.m. **OTT and Direct-to-Consumer: Highlights From a Breakout Year**

Thanks to major events (like the Winter Olympics and the FIFA World Cup) and the continued rise of direct-to-consumer streaming services (like ESPN+, B/R Live, fuboTV, FloSports, etc.), 2018 was a major growth year for live streaming, over-the-top delivery, and direct-to-consumer business model in sports. What was learned and how will it impact the future?

### 11:45 a.m. – 12:00 p.m. **Digital Technology Case Study**

### 12:00 – 12:30 p.m. **Digital Content Case Study**

### 12:30 – 1:00 p.m. **Networking Break**

### 1:00 – 1:45 p.m. **The State of Social Streaming: How Digital Content and Its Operations Differentiates Itself**

Whether it's leagues, networks, media companies, or even professional and collegiate sports teams, everyone has been carving out new and creative ways to leverage live video across the major social-media platforms of the current day. Content creators from across the sports-media spectrum share their best practices and discuss whether live social streaming is maturing in a way that continues to differentiate it from live television.

### 1:45 – 2:00 p.m. **Digital Technology Case Study**

### 2:00 – 2:30 p.m. **Keynote Conversation**

### 2:30 – 2:45 p.m. **Digital Technology Case Study**

### 2:45 – 3:00 p.m. **Networking Break**

### 3:00 – 3:45 p.m. **The Ongoing Battle With Latency: The Technology and Business Decisions Behind It**

It's one of the chief challenges still facing the live sports media business today: latency. Vendors have ratcheted up their technology offerings in 2018 as live broadcasters continue to weigh their options in a world increasingly more reliant on universal synchronization across platforms. Those involved in the balancing act share the latest developments and take on what's to come.

### 3:45 – 4:15 p.m. **Digital Content Case Study**

### 4:15 – 5:00 p.m. **A Whole New World: 5G, AI, HDR-Streaming On-Deck to Dominate 2019?**

The upcoming year is full of exciting promise for digital sports content creators and distributors. A standards path has been cleared to commercial availability of 5G cellular connectivity; AI is playing a significant role in the clipping and enhancing of highlights and social media content; UHD/HDR streaming has the potential to be a huge differentiator for those live streaming to compatible Smart TVs. Experts share what needs to happen next.

## SVGdigital SPONSORSHIP OPPORTUNITIES

### TITLE SPONSORSHIP

(One available)

#### **COST: \$6,000**

- Five-minute executive welcome remarks and PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

### CASE STUDY SPONSORSHIP

(Subject to editorial availability)

#### **COST: \$5,500**

- 10-minute PPT presentation
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

### SESSION SPONSORSHIP

(Based on availability)

#### **COST: \$4,500**

- Two-minute verbal session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

# SPORTS BROADCASTING HALL OF FAME

TUESDAY, DECEMBER 11, 2018 • 5:30 p.m.

## 2018 INDUCTEES

Gary Bettman  
Mary Carillo  
Bob Costas  
Bill Fitts  
Bud Greenspan  
Peter Larsson  
David Mazza  
Gene Mikell  
Jim Nantz  
Neal Pilson  
Dick Vitale

To attend this special event, please contact Carrie Bowden at 917-446-4412 or via email at [carrie@sportsvideo.org](mailto:carrie@sportsvideo.org)

Individual tickets are \$650, mezzanine tickets are \$600, and round tables of 10 are \$6,500.

Available online at [sportsvideo.org/halloffame](http://sportsvideo.org/halloffame)

Please note that ALL proceeds from table sales will be donated to the **Sports Broadcasting Fund** and will help sports production professionals and their families who find themselves in financial difficulty due to illness, injury, or loss of life.

## SPORTS BROADCASTING HALL OF FAME SPONSORSHIP OPPORTUNITIES

### COMMEMORATIVE PROGRAM ADS

\$1,500 for a half page  
\$2,000 for a full page  
\$3,000 for a two-page spread

### BENEFACTOR SPONSORSHIP

**\$11,000 includes:**

- Reserved Table for 10 with company signage
- On-screen and display signage
- Logo recognition on HOF website
- Spread ad in HOF print program
- Logo in HOF print program
- Logo on all event marketing

### PATRON SPONSORSHIP

**\$9,000 includes:**

- Reserved table for 10 with company signage
- On-screen and display signage
- Logo recognition on HOF website
- Full-page ad in HOF print program
- Logo in HOF print program
- Logo on all event marketing

### SUPPORTING SPONSORSHIP

**\$8,000 includes:**

- Reserved table for 10 with company signage
- On-screen and display signage
- Logo recognition on HOF website
- Half-page ad in HOF print program
- Logo in HOF print program
- Logo on all event marketing

### COCKTAIL PARTY SPONSORSHIP

**\$6,000 includes:**

- Two tickets to HOF ceremony
- On-screen and display signage
- Logo recognition on HOF website
- Logo in HOF print program
- Logo on all event marketing

To become a sponsor of the Hall of Fame, please contact

**Rob Payne**, [rob@sportsvideo.org](mailto:rob@sportsvideo.org)

**Andrew Gabel**, [agabel@sportsvideo.org](mailto:agabel@sportsvideo.org)

**ADDITIONAL SPONSORSHIP  
OPPORTUNITIES AVAILABLE**



# News**TECH**Forum

PRESENTED BY  
TVNewsCheck AND SVG  
THE BUSINESS OF BROADCASTING SPORTS VIDEO ANALYTICS

Presented by TVNewsCheck and the SVG, the **NewsTECHForum** gathers leaders in news, technology and digital media management to discuss cutting-edge issues unique to their sector of the media industry and to promote excellence in news production and distribution.

## Monday, December 10

- 1:00 – 1:45 p.m. **Attracting Younger News Audiences With Technology**
- 1:45 – 2:00 p.m. **Case Study**
- 2:00 – 2:45 p.m. **Day 1 Keynote**
- 2:45 – 3:00 p.m. **Networking Break**
- 3:00 – 3:30 p.m. **Live News Production Over IP**
- 3:00 – 3:45 p.m. **Case Study**
- 3:45 – 4:00 p.m. **Networking Break**
- 4:00 – 5:00 p.m. **Technology and the Next Generation of News Storytelling**
- 5:00 p.m. **Cocktails With SVG Summit**

## Tuesday, December 11

- 9:00 – 9:45 a.m. **OTT and the News: Technology, Content, Monetization**
- 9:45 – 10:00 a.m. **Case Study**
- 10:00 – 10:30 a.m. **Day 2 Keynote: Christy Tanner, CBS News Digital, EVP and GM**
- 10:30 – 10:45 a.m. **Networking Break**
- 10:45 – 11:30 a.m. **Optimizing Production in the Field**
- 11:30 – 11:45 a.m. **Case Study**
- 11:45 a.m. – 12:30 p.m. **Top Technologists on the Bleeding Edge: IP, AI, AR, News Personalization; Future Workflows**

# NewsTECHForum

PRESENTED BY  
TVNewsCheck AND SVG  
THE BUSINESS OF BROADCASTING SPORTS VIDEO GROUP

## NewsTECH Forum SPONSORSHIP OPPORTUNITIES

### TITLE SPONSORSHIP – \$15,000

- Conference opening remarks – sponsor representative will have an opportunity to speak for two minutes to open conference on Day 1 and Day 2
- Opportunity to place literature on tables at conference
- 10-minute case study to be presented as part of the program and to be captured on video and covered in a sponsored story on TVNewsCheck.com
- Premium position logo on conference website
- Premium position logo on promotional emails
- Premium position advertising in TVNewsCheck's coverage of NewsTECHForum
- Premium position logo on session screen as attendees enter and exit conference
- Four complimentary registrations to conference
- Registration list with contacts

### PLATINUM SPONSORSHIP – \$10,000 (TWO AVAILABLE)

- 10-minute case study to be presented as part of the program and to be captured on video and covered in a sponsored story published on TVNewsCheck.com
- Logo on conference website
- Logo on promotional emails
- Advertising in TVNewsCheck's coverage of NewsTECHForum
- Logo on session screen as attendees enter and exit conference
- Three complimentary registrations to conference
- Registration list with contacts

### GOLD SPONSORSHIP – \$8,500 (FOUR AVAILABLE)

- Speaking position on panel session of your choice (first come first served; one manufacturer speaker per panel)
- Panel will be covered in a story on TVNewsCheck and video will be available
- Logo on conference website
- Logo on promotional emails
- Advertising in TVNewsCheck's coverage of NewsTECHForum
- Logo on session screen as attendees enter and exit conference
- Two complimentary registrations to conference
- Registration list with contacts

### SILVER SPONSORSHIP – \$5,000 (THREE AVAILABLE)

- Tabletop exhibit in NewsTECHForum conference room
- Introduction and interview during conference. Interview to be conducted from conference floor by TVNewsCheck Publisher and Co-Founder Kathy Haley
- Logo on conference website
- Logo on promotional emails

- Advertising in TVNewsCheck's coverage of NewsTECHForum
- Logo on session screen as attendees enter and exit conference
- Two complimentary registrations to conference
- Registration list with contacts

### EVENT SPONSORSHIPS

#### Badge – \$5,000

- Logo on conference website
- Logo on promotional emails
- Advertising in TVNewsCheck's coverage of NewsTECHForum
- Logo on session screen as attendees enter and exit conference
- Two complimentary registrations to conference
- Registration list with contacts

#### Lanyard – \$4,000

- Logo on conference website
- Logo on promotional emails
- Logo on session screen as attendees enter and exit conference
- Two complimentary registrations to conference
- Registration list with contacts

#### Registration Desk – \$5,000

- Logo on conference website
- Logo on promotional emails
- Logo on session screen as attendees enter and exit conference
- Two complimentary registrations to conference
- Registration list with contacts

#### Social Media Sponsor – \$4,000

- Logo on conference website
- Logo on promotional emails
- Advertising in TVNewsCheck's coverage of NewsTECHForum
- Logo on session screen as attendees enter and exit conference
- Logo on Social Media Sharing reminder slides on conference slide presentation
- Two complimentary registrations to conference
- Registration list with contacts

#### Networking Reception (2) – \$3,500

- Logo on conference website
- Logo on promotional emails
- Advertising in TVNewsCheck's coverage of NewsTECHForum
- Logo on session screen as attendees enter and exit conference
- One complimentary registration to conference
- Registration list with contacts