



# 2020 EVENT SPONSORSHIP GUIDE

# CONNECT

DECEMBER 14 - 17

“This year’s SVG Summit will be the most important one ever! As an industry, we need to connect now more than ever.”  
— Mike Davies, SVG Chairman

The heart of every SVG SUMMIT are the people who attend. Once a year over 1500 of us get together to hangout, schmooze, learn, and share. The COVID-19 crisis has made this more difficult, but our industry’s sense of community has never been stronger. We are fighting through this together. And we need to connect now more than ever before!

How can a virtual SVG SUMMIT still bring members and sponsors together? If we all focus on our industry, our friends and our partners. If we all **connect**.

Introducing the SVG SUMMIT: CONNECT, our first-ever event that takes advantage of technology platforms to give you a chance to catch up with old friends, make some new ones, and better understand workflows and technologies that can help your business adapt to today’s challenges.

Scheduled for Dec. 14-17, this year’s SVG SUMMIT: CONNECT is being programmed so you can all connect. It will feature town-hall meetings, keynote conversations, roundtable discussions, and technology tours.

## This year’s SVG SUMMIT: CONNECT event highlights include:

### ROUNDTABLE and TOWN HALL SESSIONS

Everyone is a speaker at these SVG committee and community sessions that will emphasize discussion, debate, and discovery.

### MEET FOR THE FUND

SVG will donate \$100 to the Sports Broadcasting Fund in the name of every member who schedules at least 3 meetings with our Event Sponsors. This is a great way to “do business” and “do good” at the same time.

### TECH TOURS

SVG VIPs will curate a series of topical “tours” that will highlight the hottest technology introductions from our Event Sponsors.

### SVG CONNECT ATTENDEE DIRECTORY

SVG will share its event registration list with all attendees. A private messaging system will ensure everyone’s personal contact details are secure; but everyone can use this new “attendee only” platform that will facilitate business development, brainstorming, and virtual networking.

## MONDAY - THURSDAY

All times Eastern

Day	11:00 am	11:30 am	12:00 pm	12:30 pm	1:00 pm	1:30 pm	2:00 pm	2:30 pm	3:00 pm	3:30 pm	4:00 pm	4:30 pm
<b>MON</b> 12-14	SVG SUMMIT: CONNECT T01	WELCOMING REMARKS	THE CONVERSATION: Inside the NBA 2020	CASE STUDY	The National Network Town Hall	CASE STUDY	THE CONVERSATION: Inside the NHL 2020	ROUNDTABLES	TRACK A: Cloud-Based Production TRACK B: Digital Content and Social Media Production	ROUNDTABLES	TRACK A: Sports Content Management TRACK B: College Sports	
<b>TUES</b> 12-15		THE CONVERSATION: Inside the MLB 2020	CASE STUDY	The Remote Production Services Town Hall	CASE STUDY	THE CONVERSATION: Inside the NFL 2020	ROUNDTABLES	TRACK A: Betting Predictive Gaming TRACK B: Venue Production and Technology	ROUNDTABLES	TRACK A: OTT and Streaming TRACK B: Automated Production Tools		
<b>WED</b> 12-16		THE CONVERSATION: Inside the PGA and The Majors 2020	CASE STUDY	The Professional Leagues Town Hall	CASE STUDY	THE CONVERSATION: Inside Auto Racing 2020	ROUNDTABLES	TRACK A: Future of Truck Design TRACK B: TRANSPORT	ROUNDTABLES	TRACK A: Future of Remote Production TRACK B: Graphics and Augmented Reality		
<b>THURS</b> 12-17			CLEAN FREAKS Meeting		DTV Audio Group Meeting	SPIRIT Diversity Meeting	SVGW Meeting		RSN Initiative Meeting			

Agenda subject to change, please check [www.thesvgsummit.com](http://www.thesvgsummit.com) for most up to date times.

#svgsummit

AN SVG VIRTUAL SERIES



DECEMBER 14 - 17

## CONNECT

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## MAIN STAGE AGENDA

## MONDAY ] December 14

All times Eastern

11:00 – 11:15 a.m. **SVG Connect Summit 101**11:15 – 11:30 a.m. **Welcoming Remarks**11:30 a.m. – 12:00 p.m. **THE CONVERSATION: Inside the NBA 2020**

Those involved with getting the NBA back in action discuss the production workflows, health and safety protocols, technology innovation, and more during this lively 45-minute live session.

12:00 – 12:15 p.m. **Case Study**12:15 – 1:00 p.m. **The National Network Town Hall**

This live town hall will feature top production executives from the national

networks discussing their operations in the time of COVID-19. Learn about their successes, their failures, and how 2020 has re-shaped their production philosophies and strategies.

1:00 – 1:15 p.m. **Case Study**1:15 – 1:45 p.m. **THE CONVERSATION: Inside the NHL 2020**

The NHL headed North to Canada in order to complete the 2020 schedule and the effort involved two arenas, numerous production entities, and more. Go inside one of the more unique “bubble” productions with executives involved with the project.

## TUESDAY ] December 15

11:30 a.m. – 12:00 p.m. **THE CONVERSATION: Inside the MLB 2020**

The 2020 MLB season resulted in a unique playoff format, rule changes that might stick for next year, and new workflows designed to make productions safer and better. Leaders from MLB Network, rights holders, and teams discuss their efforts and the lasting impact on MLB production.

12:00 – 12:15 p.m. **Case Study**12:15 – 1:00 p.m. **The Remote Production Services Town Hall**

Those involved in remote production services have had arguably the most challenging 10 months they have ever faced. Top executives from leading remote production service providers join us to discuss the current state of the

business, how it is impacting their operations and future builds, and what they need from key clients and partners to ensure the ecosystem weathers the storm.

1:00 – 1:15 p.m. **Case Study**1:15 – 1:45 p.m. **THE CONVERSATION: Inside the NFL 2020**

The NFL is in the midst of its 2020 season but the league also was one of the first out of the chute in terms of remote workflows for the 2020 NFL Draft back in April. Join us to learn about those workflows, the current season of coverage, and a sneak peak at Super Bowl plans and how things might change for the big game.

## WEDNESDAY ] December 16

11:30 a.m. – 12:00 p.m. **THE CONVERSATION: Inside PGA and The Majors 2020**

Professional golf coverage was one of the big success stories for 2020 during the pandemic, especially considering the amount of travel required and the size and scale of each production. Learn how the golf majors and the PGA coverage evolved during the season, lessons learned, and more.

12:00 – 12:15 p.m. **Case Study**12:15 – 1:00 p.m. **The Professional Leagues Town Hall**

The live town hall will bring together representatives from the major

professional sports leagues. Topics will include the future of host feed production, reflections on 2020, new workflows, and more.

1:00 – 1:15 p.m. **Case Study**1:15 – 1:45 p.m. **THE CONVERSATION: Inside Auto Racing 2020**

Whether it is NHRA, NASCAR, or IndyCar, U.S. auto racing returned to the track and managed to prove that remote production can keep up with high-performance race cars zipping around a track. Production professionals from those three entities join us to discuss the 2020 season, how they got through it, and how innovation played a key role in making it happen.

Agenda subject to change

# ROUNDTABLES

All times Eastern

## DAY 1 MONDAY DECEMBER 14

### ROUND ONE - 2:00 PM

**TRACK A Cloud-Based Production** The Cloud-Based Production roundtable will provide insight into how the cloud, virtualization, and SaaS are dramatically transforming the entire video-production ecosystem. Sports production leaders will discuss how the rise of remote workflows and virtualized infrastructure as a result of the pandemic is making cloud-based production more relevant than ever today and what it means for tomorrow.

**TRACK B Digital Content and Social Media Production** Throughout the COVID-19 pandemic, fans were stuck at home and unable to enjoy an in-person gameday experience. As most venues around the country await the return of patrons, the main conduit between teams and their loyal fanbases has been the digital space. In this roundtable, professionals from different leagues explain how their production team is developing digital-first content and live streams and how avenues like mobile apps, team websites, and social media platforms are uniting fans while remaining apart.

## DAY 2 TUESDAY DECEMBER 15

### ROUND ONE - 2:00 PM

**TRACK A Betting/Predictive Gaming** As sports betting booms in select states across the U.S., sports content creators - ranging from major national networks to leagues to digital-first media companies - are diving in with a wealth of new interactive experiences to drive engagement through free-to-play games to full-on gambling. Data and video are the heartbeat of it all. Take a deep dive into the developments in this exciting space from content and technology experts looking to deliver the next generation of live sports video engagement.

**TRACK B Venue Production and Technology** Without fans in the stands, in-venue professionals had to devise other ways to put their control rooms to use. From videoboard elements to producing fabricated crowd noise, crews had to get creative with their planning and execution. In this roundtable, directors and managers of in-game presentation discuss how content strategies and production philosophies have shifted since the return of live sports, what lessons can be learned from NFL franchises with in-stadium fans, and how remote/cloud-based technologies played a vital role while teams were working from home.

## DAY 3 WEDNESDAY DECEMBER 16

### ROUND ONE - 2:00 PM

**TRACK A Future of Truck Design** Remote production vehicles will always play a big role in productions but new forms of connectivity and the ability to serve as more of a hub that is connected to production personnel remotely opens up new possibilities for how they are configured, how many positions are needed, and more. Join us for an open and free-form discussion around key concepts in the future of truck design.

**TRACK B TranSPORT** The TranSPORT roundtable will be focused on current state of live-sports contribution and distribution technology. This open conversation will address the most pressing transport issues in regards to satellite, fiber, IP, bonded cellular, and more. Technology leaders from both major sports broadcasters and broadcast vendors will help lead this conversation and discuss the latest developments in the world of live-sports backhaul.

### ROUND TWO - 3:30 PM

**Content Management** The Content Management Roundtable is designed for SVG members and sponsors looking to learn about the latest developments in MAM workflows, archive/storage technology, and metadata management. The conversation will feature MAM leaders from major broadcasters, leagues, teams, and vendors providing insights on how the industry has reacted to the pandemic and how its changing content-management workflows. This is a can't-miss conversation for anyone looking to stay up-to-date on the latest developments in the MAM and storage sector and what is coming in the future.

**College Sports** Following a year of tremendous uncertainty, live video production professionals on college campuses across the country are getting back to work. Whether its producing for in-venue videoboards or streaming live games for fans to consume at home or on-the-go, new, re-imaged workflows are being deployed to safely and efficient feed the content beast. Join the SVG College community to discuss topics ranging from live production tools to automated production to student training, and beyond.

### ROUND TWO - 3:30 PM

**OTT and Streaming** The consumption of live sports through streaming channels climbed yet again in 2020 and the mechanisms used to deliver live video to smartphones, connected TVs, and more continue to evolve and mature. How will personalization, discovery, interactivity and fan engagement technologies help sports leagues, networks, and digital-native media companies engage with, monetize, and ultimately grow and retain a subscriber pool? Get first-hand perspectives and insights from some of the smartest minds in the digital sports game on where OTT and streaming platforms are headed after an unpredictable year.

**Automated Production Tools** The evolution of automation production tools continues to accelerate and they are playing a bigger part in more and more productions. Join us to discuss the latest automated production tools, their use cases, and how AI and machine learning are taking them to the next level.

### ROUND TWO - 3:30 PM

**Future of Remote Production** What is the future of remote production? Will it move to the cloud? Will it remain on site? What technology developments are on the horizon that will have the biggest impact on how sports is produced? And how can production professionals, manufacturers, and remote production technology providers make sure they are ready for the road ahead?

**Graphics and Augmented Reality** The Sports Graphics and AR Roundtable is designed for SVG members and sponsors looking to learn about the latest developments in graphics, augmented reality, and data visualization technologies for live sports broadcasts. Sports-graphics leaders from major broadcasters, leagues, teams, and vendors will address how the pandemic has impacted their workflows today and how these workflows could have a lasting impact in the future.

Agenda subject to change

# INITIATIVES

## DAY 4 ] THURSDAY DECEMBER 17



### SPIRIT Diversity

The Sports Production Inclusion Responsibility in Technology (SPIRIT) Diversity meeting will provide an overview and discussion of the role SVG and its members and sponsors can play in making the sports production workplace more diverse and inclusive. Learn about organizations that can partner with yours to make a difference, the difference between inclusion and diversity, and much more.

### SVGW

SVGW (formerly SVG's Women's Sports Media Initiative) is a networking group that aims to enhance the role of women in the creation, production, and distribution of sports content. SVGW members are an integral part of the larger SVG community and work for sports leagues, teams, television networks, technology companies, and start-ups where their focus is the business and technology behind sports production. All are invited to attend!



### DTV Audio Group

As television distribution models continue to evolve, opportunities are opening up to enhance viewer experiences with augmented personalization and accessibility features. How can these features be supported on a practical production basis for live sports programming? Join the DTV audio group round table for a discussion of these and other aspects of next generation audio. With the mutual cooperation of networks, manufacturers, technologists, sound designers, and engineers, the DTV Audio group is committed to furthering the practical application of emerging television audio standards and technologies through education and open exchange of ideas, best practices, and techniques.



### Clean Freaks

Join us for a very special "Clean Freaks" meeting where we will discuss the current state of COVID-19 protection protocols, the latest efforts by sports leagues and networks, and more!



### RSN Initiative

Few sectors of the sports-media industry have been impacted as significantly by the pandemic as regional sports networks. With that in mind, this meeting will offer a look at the current RSN landscape and how production workflows are evolving to meet today's challenges. RSN production, operations, and technology leaders will take part in this open conversation in an effort to enhance collaboration, communication, and innovation in 2021.

**\$6,000** PRIME SPONSOR

- **Meetings for the Fund**- Your company is listed for potential meetings with our members. SVG will donate \$100 to the Sports Broadcasting Fund in the name of every member who schedules at least three virtual meetings with our PRIME sponsors. When an end user selects a sponsor to meet with, the sponsor will reach out to schedule a virtual meeting at a convenient time. This can be pre, post or during the event. This is a great way to learn about new technologies, catch up with old friends and “do good” at the same time! You can learn more about the fund and what it does for the industry [HERE](#).
- **SVG Tech Tour Participation**- Receive a 5-minute slot on a technology tour that will be led by a VIP Member and a SVG Editor. Each tour stop will be pre-recorded and will be scheduled for replay repeatedly throughout the Summit.
  - Deadline to choose your Tour is October 30th
  - Deadline to send in your 5 minute video is November 23rd
  - You can book additional tours for \$2500 each.
- Post SVG Summit: Connect Registration and Tour registrant lists
- Marketing/branding on event webpage, virtual slides, social, digital event program, and event promotions

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**TECHNOLOGY TOURS**

<b>ACQUISITION</b>	Cameras/Lenses; Camera Support
<b>AUDIO</b>	Consoles/Mixers; Intercom Systems; Microphones; Sound Systems
<b>CONTENT MANAGEMENT</b>	AI/ML; Content Security; MAM/Orchestration Systems; Storage/Archive Technology; Cloud Services
<b>INFRASTRUCTURE</b>	Encoders/Decoders; Routers/Networking/Signal Transport; Test and Measurement/Conversion Gear
<b>OTT/STREAMING/SOCIAL MEDIA</b>	OTT/Streaming; Social Media Publishing Tools; Data Provider
<b>PRODUCTION SERVICES</b>	Automated Production; Crewing; Logistics; Mobile Trucks; Equipment Rentals/Reseller; Power Services; Production Services
<b>PRODUCTION TOOLS</b>	Production Switchers; Replay; Graphics
<b>TRANSMISSION SERVICES</b>	Contribution Services (Fiber/Satellite/IP); Hi-Speed File Transfer; RF/Wireless

**\$6,000** CASE STUDY

- 15-minute case study presentation (approved by SVG Editorial) on the Main Stage. Available for VOD use as well.
- Marketing/branding on event webpage, virtual slides, social, digital event program, and event promotions
- Post SVG Summit: Connect Registration List

**\$4,000** ROUNDTABLE SPONSOR

- 3-5 minute presentation during a Roundtable Discussion of your choosing (Limited to 3 per roundtables)
- Marketing/branding on event webpage, virtual slides, social, digital event program, and event promotions
- Post SVG Summit: Connect registration list

**\$4,000** SESSION SPONSOR

- 2-3 minute video introduction before a panel or on the Main Stage
- Marketing/branding on event webpage, virtual slides, social, digital event program, and event promotions
- Post SVG Summit: Connect registration list

**\$2,500** SIZZLE REEL

- 30-60 second sizzle reel video on the Main Stage (runs once)
- Marketing/branding on event webpage, virtual slides, social, digital event program, and event promotions
- Post SVG Summit: Connect registration list