



In association with



AUSTRALIA SUMMIT

23 May 2024

TELSTRA CUSTOMER INSIGHT CENTRE, SYDNEY

PROGRAMME

10:45 – 11:30 **REGISTRATION AND COFFEE**

11:30 – 11:35 **WELCOMING REMARKS**

presented by

PRESENTER: Karen Clark, Telstra Broadcast Services, Chief Revenue Officer

11:35 – 12:30 **ROUNDTABLE: What's Next in Fan Engagement?**

Technology continues to become a bigger part of every sports channel, league, and federation. Leaders in Australia discuss the latest steps being taken to engage with fans in new ways as digital technologies continue to evolve.

MODERATOR: Ken Kerschbaumer, SVG, Co-Executive Director, Editorial Services

PANELISTS:

- Chris Dredge, LiveU Pacific, Country and Sales Manager
- Stephanie Foran, Optus Sport, Director of Product
- Brad Preston, NRL, Content Lead - Vision
- Andrew Sandes, Wasabi Technologies, APAC M&E Business Development Director
- James Wyld, Riot Games, Principal Infrastructure Engineer

12:30 – 13:00 **CASE STUDY: Broadcasting the Australian Open: How It Started, How It's Going, and What To Expect Next?** presented by

A look at how Tennis Australia's broadcasts and media distribution have evolved, how they're engaging with global fans today, and how they plan to innovate in the future.

MODERATOR: Stuart Newman, Telstra Broadcast Services, Head of ANZ Sales

PANELISTS:

- Josh Lee, Tennis Australia, Head of Broadcast & Media Operations,
- Alfonso Medina, Tennis Australia, Head of Media Rights
- Ian Stokes, Gravity Media, Director of Engineering

13:00 – 14:15 **NETWORKING LUNCH** sponsored by

14:15 – 14:55 **THE FAST CHANNEL REVOLUTION**

Traditional linear TV viewing was thought to be a thing of the past but the rise of FAST (Free Ad-Supported Streaming) Channels are giving new life to linear viewing. Experts discuss how to launch a FAST channel, how to find success, and why it's something everyone from clubs to leagues to channels should be investigating.

MODERATOR: Phil Sandberg, Content+Technology, Owner/Publisher

PANELISTS:

- Tara Carlton, Seven Network, Executive Producer - 7SPORT Digital
- Michael Demb, TAG Video Systems, VP of Product Strategy
- Amanda Leighton, Amagi, Executive Director - Oceania
- Tony Moran, Grass Valley, Regional Sales Director - Oceania
- Andrew Mott, Champion Data, Head of Broadcast and Design

14:55 – 15:15 **CASE STUDY: Behind the Scenes: Tomorrow's Live Sports Production Infrastructure at Today's Global Events**

presented by

The migration to IP-based live production infrastructure was only a prerequisite for the next evolutionary step in broadcast technology: microservice-based, scalable, dynamic software running on standard server technology is the key to significantly increased utilization of processing resources and truly agile infrastructure designs. While this may sound like futuristic technology to most of us, it's already a proven production reality for some of the world's largest sporting events.

MODERATOR: Keith Prestidge, Lawo, Sales Director, Asia Pacific

15:15 – 16:10 **AUSTRALIAN WOMEN'S SPORTS POST 2023 WORLD CUP: What's Next?**

The 2023 Women's World Cup resonated with sports fans around the world. Did the event permanently move the needle in terms of the popularity and growth of women's sports? What has been the ripple effect and what does the industry need to do to continue the momentum?

MODERATOR: Ken Kerschbaumer, SVG, Co-Executive Director, Editorial Services

PANELISTS:

- Erin Ferreira, FOX Sports Australia, Executive Producer, FOX Netball and Statistics
- Alessia Ferrier, Octagon, Associate Creative Director
- Olivia Kourkoumelis, Freelance Producer
- Renée Quirk, Seven West Media, Head of Sport Business Affairs
- Caroline Ramsay, NEP, Senior Program Manager, Major Events
- Jessica Ramsey, Octagon, Account Director, Global Sponsorships

16:10 – 16:30 **NETWORKING BREAK**

16:30 – 17:15 **HOW GENERATIVE AI AND THE CLOUD COULD CHANGE EVERYTHING**

The use of both public and private cloud computing is opening up new ways to produce live sports content and when coupled with generative AI the potential is limitless. What are some of the recent advances that are making cloud production and generative AI closer to becoming more widespread?

MODERATOR: Paul Whybrow, SMPTE, Chair, Australia, New Zealand and South Pacific

PANELISTS:

- Jeremy Brown, Optus Sport, Director of Video Delivery & Data Engineering
- Paul Devlin, AWS, Principal and Business Development Manager, Global Sports
- Robert Matthews, DoubleTake Sports, Managing Director
- Quanah McBride, LayerCake, Director
- Marc Segar, NEP Broadcast Services Australia, Director of Technology

17:15 – 17:45 **CLOSING KEYNOTE CONVERSATION: Cate Hefele, Kayo Sports, Executive Director**

Join us for our exciting and informative closing keynote with Cate Hefele of Kayo Sports. The world of streaming is transforming how fans connect with their favorite teams and sports. But along with the opportunities come the challenges and we'll discuss both with Hefele as she provides insights into the ins and outs of streaming, how to connect with fans in new ways, the role of women's sports, and much more.

KEYNOTE SPEAKER: Cate Hefele, Kayo Sports, Executive Director

INTERVIEWER: Ken Kerschbaumer, SVG, Co-Executive Director, Editorial Services

17:45 – 18:30 **NETWORKING RECEPTION**

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