



# AUSTRALIA SUMMIT

1 AUGUST  
2025

SYDNEY

HOSTED BY **Telstra**

## EVENT PROGRAMME & SPONSORSHIP INFORMATION

### PROGRAMME

**10:30 - 11:15 | Registration and Coffee**

**11:15 - 11:20 | Welcoming Remarks by Telstra**

**11:20 - 12:00 | How to Connect with Fans in New Ways**

The world of streaming has created a whole new world of ways to build viewership with old and new fans alike. Alternate broadcasts, immersive experiences, alternate camera angles, data-rich feeds...it's all in play. The question is: how can you easily and cost-effectively create these new experiences? We'll look at some of the ways streaming is changing content creation and its impact on the production team and environment.

**12:00 - 12:15 | Telstra Case Study**

**12:15 - 13:00 | How XR and AR Are Changing Everything**

The use of XR and AR studio environments is a global phenomenon and it's changing the nature of studio shows from the home front as well as on the road. Join us as we dive into this exciting area that is transforming staid studio shows into exciting and data-driven extravaganzas.

**13:00 - 14:15 | Networking Lunch**

**14:15 - 14:45 | Afternoon Keynote**

**14:45 - 15:00 | Case Study**

**15:00 - 15:30 | The Growing Presence of Women's Sports**

Women's sports continue on its upward trajectory, driving by generational changes in sports fandom, a rise in the quality of play, and the use of social media to make stars in new ways. We'll discuss the current women's sports landscape, the opportunities, and the challenges.

**15:30 - 16:00 | Networking Break**

**16:00 - 16:45 | Understand the Generative AI Landscape**

The field of generative AI is accelerating at an unbelievably breakneck pace. We'll spend 30 minutes updating you on some recent advancements of note, help you understand key generative AI phrases and concepts, and make sure you have a sense of what is coming next.

**16:45 - 17:00 | Case Study**

**17:00 - 17:45 | Future of Production: The Cloud, IP and Why They Matter**

Production teams are able to create more content more easily thanks to developments like production in the cloud and the use of IP. We'll discuss how these technologies can make a difference in your organisation today and how you can figure out a plan to take advantage of them sooner than later.

**17:45 - 19:00 | Networking Reception**

### SPONSORSHIP

#### CASE STUDY PRESENTATION

**\$6,000 | Based on Availability**

- 10-12 min. with slides and/or video
- Logo exposure on event signage and slides
- Logo exposure in email promotions and website
- Post-event registration list

#### GOLD

**\$5,000 | Based on Availability**

- Includes a panel spot
- Logo exposure on event signage and slides
- Logo exposure in email promotions and website
- Post-event registration list

#### NETWORKING BREAK

**\$3,000 | 2 Available**

- Sponsor of the Networking Break
- Logo exposure on event signage and slides
- Logo exposure in email promotions and website
- Post-event registration list

### INFO

**To activate a sponsorship, contact:**

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