

SVG INDIA SUMMIT

5 MAY 2025 MUMBAI

in association with
STARLAB
INNOVATIONS • SOLUTIONS

EVENT PROGRAMME & SPONSORSHIP INFORMATION

PROGRAMME

10:00 | Welcome to SVG India 2025

10:10 – 11:00 | Game Changers: Understanding the Top Five Global Tech Trends

2025 will continue to see five key technology trends influence the way sports content is produced and delivered: IP; Generative AI; the Cloud; Extended Reality and AR; and Social Media. Leaders from the U.S. and India take to the stage to debate and discuss why they are important and what they mean to your organisation.

11:00 – 11:30 | Inside Next-Generation XR and MR Graphics Creation

Graphics content creation continues to advance quickly and is changing the way data is visualised, studio shows are produced, and it is even playing a role in turning live video of athletes into live video of cartoon and animated characters. Technology providers and graphic artists discuss what is next in graphics creation and graphics storytelling.

11:30 – 11:45 | Case Study

11:45 – 12:30 | Future of India Sports Production

Sports production professionals at leagues and channels have more ways to produce content than ever. Leaders in the India sports production community take to the stage to discuss new solutions, new workflows, and how they are preparing to meet new demands.

12:30 – 1:30 | Lunch

1:30 – 2:30 | How the Cloud and Generative AI Together Will Change Everything

The move to live cloud production has resulted in a number of great developments with respect to the production tools that exist in a cloud-based environment. Meanwhile, Generative AI is moving so quickly that every month it is changing how production can be done. So how will Generative AI and the Cloud — combined together— take things to a new level? Let's discuss!

2:30 – 2:45 | Case Study

2:45 – 3:15 | Networking Break

3:15 – 3:45 | Growing Cricket on the Global Stage

Star Sports this year has done a number of overseas cricket productions that are raising the profile of the great game. And then there is Willow.tv, which continues to move forward aggressively to grow cricket in the U.S. (and also serve the needs of the millions of ex-pats who live in the U.S.). Can cricket become a true force overseas? Experts share their thoughts on the challenges and opportunities.

3:45 – 4:15 | One-on-One: Reflections on Super Bowl LIX with Mike Davies

4:15 – 5:00 | Investments in Sports Media Innovation: Bridging the Gap Between Sports Tech Startups and the Investor Community

Sports media is at the cusp of a transformative era, driven by advancements in technology and changing consumer preferences. This panel explores how strategic investments in sports media innovation can propel the industry forward by fostering collaboration between sports tech startups and the investor community. It will address the challenges startups face in scaling solutions and the investor priorities in this fast-evolving space. The discussion will provide actionable insights into building sustainable partnerships, fostering innovation, and leveraging technology to redefine sports broadcasting, fan engagement, and monetisation.

5:00 | Networking Reception

SPONSORSHIP

CASE STUDY | \$5,000 | Based on Availability

• 10-12 min. with slides and/or video

GOLD | \$4,500 | Based on Availability

• Includes a panel spot

SILVER | \$3,000 | Based on Availability

• 2-3 min. session introduction before a panel

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NETWORKING RECEPTION | \$2,500 | 2 Available

• Sponsor of the Networking Reception

NETWORKING BREAK | \$2,500 | 2 Available

• Sponsor of the Networking Break

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