

December 15-16, 2025 | New York City

# SVG SUMMIT 20

**AGENDA & SPONSORSHIP OPPORTUNITIES**

## Reach the Decision Makers

**The 20th  
Annual Summit for  
Sports Production  
Professionals!**

**FOR MORE INFO CONTACT**

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December 15-16, 2025 | New York City

# SVG SUMMIT 20

The 20th Annual Summit for  
Sports Production Professionals!

## 20 YEARS AGO

The membership and sponsors of SVG met together at the New York Hilton for the first time for networking, panel discussions, technology demonstrations, and exhibits.

## 20 YEARS LATER

We'll be back in December at the same location with our largest SVG Summit ever — and this event has never been more important.

After 20 years, live sports production continues to lead the way!

## AGENDA & SPONSORSHIP OPPORTUNITIES

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#### EXHIBIT HOURS

**MONDAY** 12:30 - 6:30 PM  
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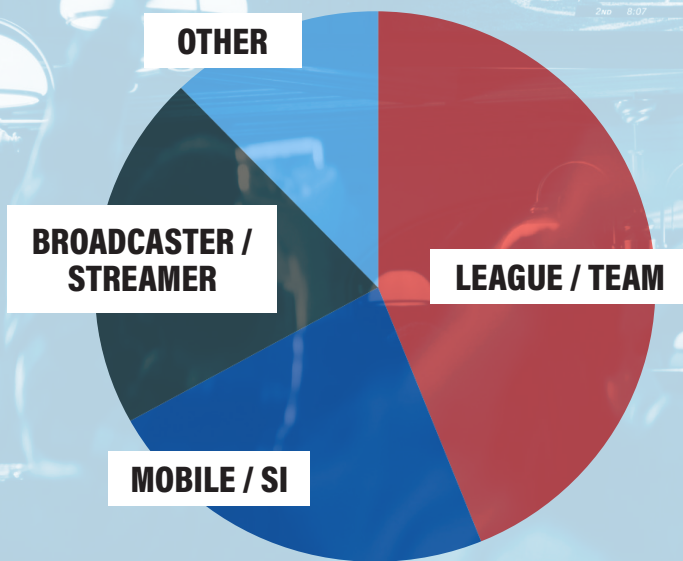
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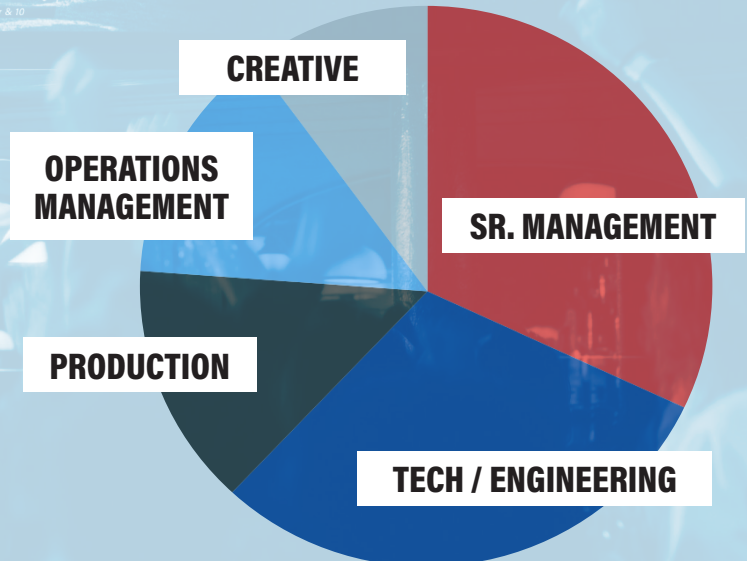
*Agenda subject to change  
Updated 11/5/2025*

## MEMBER ATTENDEES

### MEMBER ATTENDEES BY INDUSTRY CATEGORY



### MEMBER ATTENDEES BY JOB RESPONSIBILITIES



By the Numbers...

## TOP 10 ATTENDING COMPANIES IN 2024

1. Disney / ESPN
2. MLB / MLB Network
3. NBC Sports
4. NBA / WNBA
5. CBS Sports / Paramount
6. Warner Brothers Discovery / Bleacher Report
7. Fox Sports
8. FanDuel
9. YES Network
10. Amazon Prime Live Sports

**MONDAY MORNING**

	Live Production Innovation	SVGW Women's Sports	Content Workflows	AI Production Tools
9:00 a.m.		9:00 - 9:30 a.m. SVGW Meet-Up @ The Summit		
9:15 a.m.				
9:30 a.m.		9:30 - 10:15 a.m. The Ascent of Women's Sports		
9:45 a.m.				
10:00 a.m.	10:00 - 10:45 a.m. The Move to ST-2110: The Opportunities	10:15 - 10:45 a.m. Keynote Conversation	10:00 - 10:45 a.m. From Live to Archive: Building MAM Workflows for a Seamless End-to-End Sports-Media Supply Chain	10:00 - 10:45 a.m. AI and Live Sports Production: A Primer
10:15 a.m.				
10:30 a.m.		10:45 - 11:30 a.m. How HBCUGO is Growing Women's Sports		
10:45 a.m.	10:45 - 11:00 a.m. Case Study		10:45 - 11:00 a.m. Case Study	10:45 - 11:00 a.m. Case Study
11:00 a.m.	11:00 - 11:30 a.m. Innovator Session: IT-Based Tools and Gear		11:00 - 11:30 a.m. The Great Storage Showdown: Balancing Cloud Costs, On-Prem Solutions, and a Hybrid Future	11:00 - 11:30 a.m. How AI is Reshaping Captioning and Translation
11:15 a.m.				
11:30 a.m.	11:30 - 11:45 a.m. Case Study		11:30 - 11:45 a.m. Case Study	11:30 - 11:45 a.m. Case Study
11:45 a.m.	11:45 a.m. - 12:30 p.m. The Move to ST-2110: The Challenges		11:45 a.m. - 12:30 p.m. AI in the Archive: Smarter Sports-Media-Asset Management Without Breaking the Bank	11:45 a.m. - 12:30 p.m. AI and Highlight Clips: Where Efficiency Meets Scale
12:00 p.m.				
12:15 p.m.				
12:30 - 1:30 p.m.	Networking Break in Exhibits			

**MONDAY AFTERNOON**

	Live Production Innovation	Digital Engagement & Monetization	Cloud Production	SVG Audio Production & Distribution
1:30 p.m.	1:30 - 2:15 p.m. The Innovators: Life on the Front Bench	1:30 - 2:15 p.m. User Experience 2026: Interactivity, Personalization, and Monetization in the New DTC World	1:30 - 2:15 p.m. From the Truck to the Cloud: Building End-to-End Live-Production Pipelines	<i>More information coming soon</i>
1:45 p.m.				
2:00 p.m.				
2:15 p.m.	2:15 - 2:30 p.m. Case Study	2:15 - 2:30 p.m. Case Study	2:15 - 2:30 p.m. Case Study	
2:30 p.m.	2:30 - 3:00 p.m. The Innovators: Capturing the Action!	2:30 - 3:00 p.m. Customer Presentation	2:30 - 3:00 p.m. Keynote	
2:45 p.m.				
3:00 - 3:45 p.m.	Networking Break in Exhibits			
3:45 p.m.	3:45 - 4:30 p.m. The Innovators: AR and XR Graphics	3:45 - 4:30 p.m. Keynote Conversation: Inside DAZN's U.S. Playbook with Global CRO/President, USA Walker Jacobs	3:45 - 4:30 p.m. Making Cloud Production Broadcast-Grade: Production Tools That Are Ready for Primetime Today	
4:00 p.m.				
4:15 p.m.				
4:30 p.m.	4:30 - 4:45 p.m. Case Study	4:30 - 4:45 p.m. Case Study	4:30 - 4:45 p.m. Case Study	
4:45 p.m.	4:45 - 5:30 p.m. Beyond ST-2110: Why the Media Exchange Layer is a Game Changer	4:45 - 5:30 p.m. Maximizing Streaming Scale: Low Latency, High-Quality at Global Volumes	4:45 - 5:30 p.m. The Economics of the Cloud: Cutting Costs Without Cutting Corners	
5:00 p.m.				
5:15 p.m.				
5:30 - 6:30 p.m.	Opening Night Reception in Exhibits			

## MONDAY | WORKSHOP | 10:00 AM - 5:30 PM

# LIVE PRODUCTION INNOVATION

*Innovation begins with a vision, becomes reality via execution, and then transforms the industry via acceptance. What innovations should you be paying attention to and how can they best be applied to your workflows? Join us for a day of discovery and debate around the future of production innovation.*

### 10:00 - 10:05 a.m. **Welcoming Remarks**

### 10:05 - 10:45 a.m. **The Move to ST-2110: The Opportunities**

The Live Production Innovation Workshop kicks off with a look at one of the most innovative technology standards: ST-2110. Learn about the most recent ST-2110 deployments and what it took to get them up and running.

### 10:45 - 11:00 a.m. **Case Study**

### 11:00 - 11:30 a.m. **Innovator Session: IT-Based Tools and Gear**

There are a number of new developments related to managing and getting the most out of an ST-2110 infrastructure. Join us to learn about new offerings that can make a difference in your operations and workflows.

### 11:30 - 11:45 a.m. **Case Study**

### 11:45 a.m. - 12:30 p.m. **The Move to ST-2110: The Challenges**

The challenges as well as some of the workflow challenges that need to be better addressed by manufacturers, in-house staff, and freelancers.

### 12:30 - 1:30 p.m. **Networking Break in Exhibits**

### 1:30 - 2:15 p.m. **The Innovators: Life on the Front Bench**

The mission-critical functions in the main production control room are always evolving, whether it is monitor and multiviewer technology, production switcher updates, intercom systems, and audio mixing and replay. We'll take a look at some new developments that are changing the way live sports content is created.

### 2:15 - 2:30 p.m. **Case Study**

### 2:30 - 3:00 p.m. **The Innovators: Capturing the Action!**

Every great production begins with great cameras and great lenses and we'll discuss some of the newest imaging tools that can help improve the quality of the images that power a solid broadcast.

### 3:00 - 3:45 p.m. **Networking Break in Exhibits**

### 3:45 - 4:30 p.m. **The Innovators: AR and XR Graphics**

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.

### 4:30 - 4:45 p.m. **Case Study**

### 4:45 - 5:30 p.m. **Beyond ST-2110:**

### **Why the Media Exchange Layer is a Game Changer**

Standards development is a continual exercise and SMPTE is always looking to the near and far horizons in an effort to make the industry better. Whether it is Media Exchange Layer or advances related to ST-2110 itself we will lay out future developments that are worth tracking.

### 5:30 - 6:30 p.m. **Opening Night Reception in Exhibits**

## WHAT THEY'RE SAYING

*The SVG Summit provides not only a download of the latest technology but the ability to discuss it with the companies face to face. And networking with colleagues, meeting new people, and having a better understanding of workflows and successes in the industry are also great benefits.*

**- Jeff Jacobs**  
NEP Group  
SVP, Production

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**MONDAY | WORKSHOP | 9:00 - 11:00 AM**

## SVGW WOMEN'S SPORTS

Join us for a morning of discussions around the growing world of women's sports and what it means for the coming years. We'll touch on a range of topics from behind the scenes, to on the field and how we can join in to grow the impact even larger.

### 9:00 - 9:30 a.m. **SVGW Meet-Up @ The Summit**

SVG's annual Summit kicks off with networking and inspiration for women in the sports production community. Join us for coffee and networking before heading into panel discussions featuring leading women in the industry discussing the future of technology and production.

### 9:30 - 10:15 a.m. **The Ascent of Women's Sports**

The popularity of women's sports continues to grow as the popularity of events like the UEFA Women's Euros, the WNBA's growing influence both socially and athletically, and new upstart professional sports leagues can attest. And in 2026 that will only continue with events like the Winter Olympics added into the mix. Leaders in production discuss how their organizations are improving their coverage of women's sports.

### 10:15 - 10:45 a.m. **Keynote Conversation**

### 10:45 - 11:30 a.m. **How HBCUGO is Growing Women's Sports**

HBCUGO.TV is the premier destination for HBCU athletics, entertainment, and academic content and with women's sports on the rise it's doing its part to cover women's athletics on HBCU campuses. Join us to learn how HBCUGO is celebrating women's sports, building new traditions, and also working with SVG to improve the quality of HBCU on-campus productions, facilities and get more students involved in sports production.

## **SPONSORSHIP \$5,000**

- 5-minute Spotlight verbal and/or slide presentation
- Branding on Event Program, Website, Promos, and Digital / Physical Signage
- Two (2) Additional Passes
- Post-Event Registration List

## WHAT THEY'RE SAYING

*Being part of the SVG community over the years has given us a front-row seat to the evolution of sports production and the incredible people driving it forward. SVG has not only helped us build valuable relationships, but also kept us deeply connected to the pulse of the industry. Congratulations on 20 years of impact and innovation — we're proud to be along for the ride!*

**- Joyce Bente  
Riedel Communications  
President / CEO, Americas**

**MONDAY | WORKSHOP | 10:00 AM - 12:30 PM**

## CONTENT WORKFLOWS

As cloud-based workflows and AI-powered tools become more ubiquitous, the sports-media supply chain is undergoing a drastic transformation. This workshop explores the latest innovations and advancements in media management and orchestration, archiving and storage solutions, editing and postproduction, and much more. Technology leaders take the stage to discuss how they are optimizing efficiency, improving user experiences, and adapting to the demands of a digital-first, multi-platform media landscape. Join us for a deep dive into the future of sports media workflows that go beyond the live broadcast.

10:00 – 10:05 a.m. **Welcoming Remarks**

10:05 – 10:45 a.m. **From Live to Archive:  
Building MAM Workflows for a Seamless End-to-End  
Sports-Media Supply Chain**

With the rise of cloud and AI, leagues and broadcasters are rethinking how they architect end-to-end media-management workflows to streamline ingest, metadata enrichment, storage, and retrieval. Hear strategies for integrating live production with postproduction and archive systems, ensuring that content is secure, discoverable, and ready to monetize across platforms — from the moment the action happens live to the long-term value of archived footage.

10:45 – 11:00 a.m. **Case Study**

11:00 – 11:30 a.m. **The Great Storage Showdown:  
Balancing Cloud Costs, On-Prem Solutions, and a Hybrid Future**

As sports-content libraries explode in size, the choice between cloud-based and on-premises storage becomes increasingly complex, especially with AI entering the workflow. This panel will weigh the benefits and trade-offs of cloud-based versus on-premises solutions and how hybrid private/public models factor into the equation. Technology providers and users will discuss best practices with a focus on cost-efficiency, scalability, operational flexibility, and content security.

11:30 – 11:45 a.m. **Case Study**

11:45 a.m. – 12:30 p.m. **AI in the Archive:  
Smarter Sports-Media-Asset Management Without Breaking the Bank**

As AI tools move from experimentation to everyday use in sports-media workflows, the opportunities and challenges are multiplying. Hear how leagues and broadcasters are using existing metadata to supercharge content discovery, building AI-driven workflows that deliver ROI. We'll also tackle the thorny issues of training AI on owned vs. third-party content, monitoring for bias and inaccuracy, and balancing the costs of cloud storage and compute power with monetization strategies.

12:30 – 1:30 p.m. **Networking Break in Exhibits**

### WHAT THEY'RE SAYING

*For 20 years, the SVG Summit has been the go-to gathering for industry leaders driving the future of sports media. At Avid, we thrive on that energy, collaboration, and innovation. It fuels our mission to empower storytellers everywhere through creative and visionary media technology development. We're proud to support such a dynamic and forward-thinking community.*

**– Angel Ylisastigui  
Avid Technology  
Director, Field Marketing,  
Americas**

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**MONDAY | WORKSHOP | 10:00 AM - 12:30 PM**

## AI PRODUCTION TOOLS

Artificial intelligence is revolutionizing the way sports content is produced, edited, and distributed. This conference will explore how AI-powered tools are transforming the production pipeline—from virtual camera operations and real-time graphics to automated highlights, content tagging, and localization. Industry leaders, technologists, and content creators will share real-world applications, discuss the balance between automation and human creativity, and examine the operational implications of deploying AI across both live and non-live workflows.

10:00 – 10:05 a.m. **Welcoming Remarks**

10:05 – 10:45 a.m. **AI and Live Sports Production: A Primer**

How are traditional, generative, and agentic AI-powered technologies enhancing live sports production, from automated camera operations and real-time graphics generation to instant stats integration, player tracking, and predictive analytics? Industry leaders discuss the current role AI production tools are playing as well as their current limitations and (limitless?) potential.

10:45 – 11:00 a.m. **Case Study**

11:00 – 11:30 a.m. **How AI Is Reshaping Captioning and Translation**

With both leagues and broadcasters looking to expand their audiences, there is a growing demand for captioning and translation in as many languages as possible. One of the hottest areas where AI technology is proving its value is in meeting that demand, and this panel will explore some of the offerings on the market, how they are improving and becoming more reliable, and what is next in this important market segment.

11:30 – 11:45 a.m. **Case Study**

11:45 a.m. – 12:30 p.m. **AI and Highlight Clips:**

**Where Efficiency Meets Scale**

From bite-size social clips to instant postgame highlight reels, AI is transforming the way sports content is produced and delivered. Technology innovators and production leaders explore how AI-powered tools are automating creation of highlights, graphics, and other digital assets at unprecedented speed and scale. Learn about the evolving workflows, data inputs, editorial oversight, and monetization strategies that are making AI-driven content an essential part of the modern sports-media ecosystem.

12:30 – 1:30 p.m. **Networking Break in Exhibits**

### WHAT THEY'RE SAYING

*The SVG Summit brings together industry experts to debate, discuss, and imagine the future of innovation in our industry — from cloud-based workflows to engaging fans in new and unique ways to making content more accessible and monetizable — the topics covered are wide and important.*

**- Julie Souza**  
**Amazon Web Services**  
**Global Head of Sports**

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**MONDAY | WORKSHOP | 1:30 - 5:30 PM**

## DIGITAL ENGAGEMENT & MONETIZATION

As the lines between traditional broadcast and digital platforms continue to blur, engagement has become the ultimate KPI for sports video. This workshop will dive into the next wave of digital content strategies, technologies, and workflows redefining how sports are distributed and experienced. From personalized viewing and data-driven storytelling to interactive streams, gamification, vertical video, and alternate feeds, discover how leagues, broadcasters, and digital-native innovators are crafting live experiences that capture fans' attention — and keep it — across every screen.

1:30 – 1:35 p.m. **Welcoming Remarks**

1:35 – 2:15 p.m. **User Experience 2026:**

**Interactivity, Personalization, and Monetization in the New DTC World**

Much of the sports media ecosystem will go direct-to-consumer in some way in 2026 as the industry marks a major shift in the business that has long been brewing. So what does that mean for the streaming product being provided to fans? Leaders from broadcasters and leagues discuss the opportunities available in added feature sets like personalized streams, alternate feeds, data overlays, and betting integrations and the critical reality of delivering seamless experiences across countless devices and platforms.

2:15 – 2:30 p.m. **Case Study**

What are some of the most exciting projects in digital sports media? One of the industry's top technology developers offers an in-depth look at their solutions and how they have empowered a key sports client.

2:30 – 3:00 p.m. **Customer Presentation**

Get an exclusive deep dive into one of the top live sports streaming services or applications in the industry today.

3:00 – 3:45 p.m. **Networking Break in Exhibits**

3:45 – 4:30 p.m. **Keynote Conversation: Inside DAZN's U.S. Playbook with Global CRO/President, USA Walker Jacobs**

As sports streaming continues to mature, DAZN has positioned itself at the intersection of live rights, technology, and audience engagement. The brand made big advancements domestically in 2025, most notably as the home of the FIFA Club World Cup. In this fireside chat, Walker Jacobs, Global Chief Revenue Officer and President, USA, DAZN, shares insights on how the company is expanding its U.S. footprint and evolving its platform into a destination for premium sports content. The discussion will explore DAZN's data-driven approach to fan engagement and how these strategies fit within a rapidly changing media ecosystem.

4:30 – 4:45 p.m. **Case Study**

4:45 – 5:30 p.m. **Maximizing Streaming Scale: Low Latency, High-Quality at Global Volumes**

As streaming becomes the de facto destination for many sports events, large and small, how is the tech stack handling the load? In this panel discussion of technology leaders, learn how streaming infrastructures are improving to meet the demands of latency and performance during mass concurrent viewership. Whether it's for massive championship events or just a busy day in the regular season, we'll discuss CDN optimization, encoding, monitoring, edge computing, multicasting, and more.

5:30 – 6:30 p.m. **Opening Night Reception in Exhibits**

### WHAT THEY'RE SAYING

*SVG brings together the best in the streaming industry. The SVG Summit remains one of the year's standout events, a place where a close-knit community reconnects and new relationships take shape. Congratulations to SVG on 20 incredible years.*

— Eric Black  
Uplynk  
CEO / CTO

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**MONDAY | WORKSHOP | 1:30 - 5:30 PM**

## CLLOUD PRODUCTION

Cloud-based tools and infrastructure are becoming essential to meeting the demands of speed, scale, and collaboration in today's evolving sports-production industry. Learn how cloud production technologies are reshaping the way sports content is created, managed, and delivered—from live applications and remote editing to asset management and distribution. Industry experts and innovators will share case studies, technical strategies, and lessons learned from deploying cloud-based workflows across a range of sports productions, from major broadcasts to niche events.

1:30 – 1:35 p.m. **Welcoming Remarks**

1:35 – 2:15 p.m. **From the Truck to the Cloud:**

**Building End-to-End Live-Production Pipelines**

Hear how rightsholders, leagues, and broadcasters are transitioning from traditional on-premises infrastructure to cloud-native workflows for live sports. From contribution/backhaul and latency challenges to potential for real-time collaboration and AI-driven tools in the cloud, production-technology leaders discuss the latest developments in live cloud-based sports production.

2:15 – 2:30 p.m. **Case Study**

2:30 – 3:00 p.m. **Keynote**

3:00 – 3:45 p.m. **Networking Break**

3:45 – 4:30 p.m. **Making Cloud Production Broadcast-Grade:  
Production Tools That Are Ready for Primetime Today**

The day closes out with a technical deep dive into the latest cloud-based production tools and how they can overcome the most common hurdles for producing both live and non-live sports content. From acquisition and encoding at the venue, to real-time cloud switching and playout, to highlight-creation and postproduction, learn how the tools can help you architect cloud-based workflows for both today and tomorrow.

4:30 – 4:45 p.m. **Case Study**

4:45 – 5:30 p.m. **The Economics of the Cloud:  
Cutting Costs Without Cutting Corners**

Technology providers and users take the stage to discuss the financial realities of cloud-based production, including scaling resources up/down, reducing onsite crews, and balancing opex vs. capex. Hear tips on how to reliably model your budget in this rapidly changing sector, from cloud storage vs. physical archiving to and optimizing compute time for live event production vs. postproduction.

5:30 – 6:30 p.m. **Opening Night Reception in Exhibits**

### WHAT THEY'RE SAYING

*I appreciate the SVG Summit because not only do we get to have some frank and honest discussions around topics that affect us all as broadcasters, but it is also a great time to catch up with colleagues and remember what makes this industry so special. And also, thanks to SVG, we have a chance to remember and celebrate all those that made this industry what it is today by recognizing those in the Sports Broadcasting Hall of Fame.*

**– Chris Brown  
WBD Sports  
VP, Technology and Operations**

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## SVG AUDIO PRODUCTION & DISTRIBUTION

Please join SVG Audio for an examination of the implications of evolving production and distribution technology and share perspectives and experiences from AIs, designers and technologists on recent and upcoming global events.

During this last year the transition to direct-to-consumer distribution of sports content from legacy linear broadcasting has continued to accelerate. This is great news for audio. DTC enables improved encode-once straight audio paths to consumers. Streaming services are well positioned to layer-in next generation audio systems and take advantage of enhanced immersive experiences and consumer-friendly personalization and accessibility. Sports content now sits on premium services alongside Hollywood-derived immersive HDR content, occasioning a step-up in production quality. At the same time, some ad-supported services struggle to re-learn the basics of loudness management in the environment of third-party automatic ad insertion services. As global rights for major events become a possibility for the largest services, the pressure to efficiently scale commentary and accessibility internationally becomes a challenge. On the production side, virtualization of workflow and infrastructure continue to leverage digital networking, software-based systems, and AI tools from the microphones on the field of play, to distributed console systems, all the way to QC, master control, and beyond.

- **Taking Immersive Experiences Beyond the Living Room**
- **Promise of Next Generation Audio for Streaming**
- **Addressing Loudness Issues on DTC Services**
- **Efficiently Scaling Transmission Channel Counts**
- **Virtualized Audio Production Workflows**
- **Software-Defined Infrastructure for Audio**
- **AI-Based Audio Tools for QC and Analysis**
- **Orchestrating Beam-Forming Mic Workflows**
- **Audio for Global Scale Events**
- **Countdown to Milan Cortina 2026**
- **Live Audio Production Perspectives**

### WHAT THEY'RE SAYING

*I've attended countless SVG events. The annual SVG Summit is always a highlight, which provides a focused opportunity to learn about real use-cases directly from the users [and] networking with senior industry leaders/customers/end-users, as well as unbiased and refreshingly frank insights into market trends. The swirl of thought leadership from the attendee sports franchises, venue operators, production companies, broadcasters, and other technology vendors is beneficial in helping inform our strategic thinking. Congrats and here's to the next 20 years!*

**- Rob Adams**  
TSL  
Chief Revenue Officer

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## TUESDAY | MAIN STAGE SESSIONS | 10:00 AM - 3:45 PM

# MAIN STAGE SESSIONS

*There's no better opportunity to understand current sports production opportunities, challenges, and workflows than the General Sessions at the SVG Summit. Featuring the industry's top sports networks, streamers, leagues, and production service providers we'll cover a wide gamut of workflows, perspectives, and more.*

8:00 - 10:00 a.m. **Networking Breakfast in Exhibits**

10:00 - 10:30 a.m. **Opening Keynote Conversation:  
Inside the 2026 FIFA World Cup with Oscar Sanchez**

The 20th SVG Summit kicks off (pun intended) with an overview of FIFA's operations for the 2026 Men's World Cup which will take over the U.S. next summer. Oscar Sanchez, FIFA's Head of Host Broadcast Operations joins us to discuss how FIFA, HBS, and rights holders around the globe will cover what will be a massive event for everyone involved.

10:30 - 11:15 a.m. **National Network Perspectives: What to Expect in 2026**

2026 is an even year and historically that means one thing: a very busy time for the world of sports. And next year, arguably, will be the biggest year ever as there is not only a Winter Olympics but the largest World Cup ever. Toss in new rights deals, new technology, and new demands and it all adds up to new challenges and opportunities. Leaders from the national networks discuss their plans for 2026 and much more.

11:15 - 11:30 a.m. **Case Study**

11:30 a.m. - 12:00 p.m. **Morning Keynote Conversation**

12:00 - 1:00 p.m. **Lunch Break**

1:00 - 1:45 p.m. **What's Happening in Remote Production?**

Producing a live sports event begins with great on-site facilities, technology, and production crews. We'll spend some time with key executives who face the challenge every day of an industry which is in a state of constant change as it evolves to meet the needs of broadcasters across the country.

1:45 - 2:00 p.m. **Case Study**

2:00 - 2:30 p.m. **The State of the Sports Industry with  
Devoncroft's Josh Stinehour**

It's officially a tradition for the SVG Summit as Devoncroft Partners Principal Analyst Josh Stinehour gets to the heart of the matter: the financial health of the broadcast technology industry, revenue trends for the world's biggest media companies, and more.

2:30 - 3:00 p.m. **Follow the Money:**

**How Sports TV Tech Can Benefit from Sports Investors**

We read the headlines everyday about massive investments that are fueling athlete performance technology, next-gen digital apps, sports leagues and franchises, and more. So, the question is...is there a way for those who create broadcast technology to become part of those investment conversations? How can the traditional tech industry get closer to investors who believe that sports is an important catalyst for growth and technology?

3:00 - 3:45 p.m. **Closing Keynote**

## WHAT THEY'RE SAYING

*If there is another event in our industry that matters more than the SVG Summit, I can't imagine what it is. Imagine a place where all of the key decision-makers gather in one place to address the successes and challenges of the sports broadcasting world. And then cap it off with an annual celebration of the legends in our business with a Hall of Fame ceremony.*

**- Bob Carzoli  
Program Productions  
Chairman and CEO**

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## TUESDAY | TUESDAY TECH TALKS

# TUESDAY TECH TALKS

The SVG Workshop conversations continue into the second day of the SVG Summit with a series of Tuesday Tech Talks. Moderated by experts, these interactive roundtable discussions will focus on technology topics of special interest to SVG's members and sponsors.

### 10:00 – 11:00 a.m. **Spectrum Losses and the Impact on Live Production**

Come hear from the top leadership of the North American Spectrum Alliance on the future of live production in a spectrum starved future. Presenters will provide an overview of the FCC's proposed C-band auction rules and potential consequences for the industry, and will provide an overview of the myriad of production & broadcast operations RF systems and spectrum bands, and what's at risk in the coming years.

### 11:00 a.m. – 12:00 p.m. **MXL Technology Town Hall**

This NABA-sponsored workshop will take a deep dive into into the new open standard for Dynamic Media Facilities at the Media Exchange Layer (DMF/MXL). Following Monday's panel discussion, attendees who need more detail will have their questions answered by the core insiders who are shaping this future standard in this technology town hall.

### 3:00 – 4:00 p.m. **5G and Sports Production**

The use of 5G within sports productions and operations is expanding quickly and well beyond simply using it for a way to backhaul camera and audio signals. With developments like 5G splicing and private 5G networks becoming a reality for broadcasters, leagues, and teams there are more ways than ever to make use of 5G spectrum. Join our Tuesday Tech Talk to learn more about the latest developments and what they mean to your organization.

## **SPONSORSHIP**     **\$5,000**

- **5-minute Spotlight verbal and/or slide presentation**
- **Branding on Event Program, Website, Promos, and Digital / Physical Signage**
- **Two (2) Additional Passes**
- **Post-Event Registration List**

## WHAT THEY'RE SAYING

*The SVG Summit is the perfect way to end what is always a busy year by catching up with friends, colleagues, and business partners, while staying up to date on the hottest trends and topics in our industry. It is one of only a few must attend events on my calendar each year.*

**- Jeff Volk**  
**Alpha**

**EVP – Strategic Accounts,  
Sports & Live Events**

## EXHIBIT / PACKAGE SPONSORSHIPS

### **TITLE** **\$28,500** **ONE AVAILABLE**

- **Technology Showcase Exhibit\***
- Monday Workshop Panel Position
- Tuesday Executive Welcome
- Video Interview
- Main Stage Sizzle Reel
- Video Wall Ad
- Spread Ad in Event Program
- Branding on Event Website, Promos, and Signage
- Four (4) Additional Passes\*\*
- Post-Event Registration List

### **DIAMOND** **\$18,000**

- **Technology Showcase Exhibit\***
- Monday Workshop Panel Position
- Monday Reception Co-Sponsorship
- Workshop Sizzle Reel
- Video Interview
- Full Page Ad in Event Program
- Branding on Website, Promos, and Signage
- Three (3) Additional Passes\*\*
- Post-Event Registration List

### **GOLD** **\$11,000**

- **Technology Showcase Exhibit\***
- Workshop Sizzle Reel
- Half Page Ad in Event Program
- Branding on Website, Promos, and Signage
- Two (2) Additional Passes\*\*
- Post-Event Registration List

### **SILVER** **\$8,500**

- **Technology Showcase Exhibit\***
- Branding on Website and Signage
- One (1) Additional Pass\*\*
- Post-Event Registration List

### WHAT THEY'RE SAYING

*A great event to exchange ideas, catch up, celebrate the past year, and look forward to the year ahead.*

**- Patty Power**  
**CBS Sports**  
**EVP, Operations and Engineering**

*The SVG Summit has become the premier gathering for the sports broadcasting industry — part year-end celebration, part showcase of the year's most innovative work, and a definitive meeting ground for the best in the business.*

**- Jason Cohen**  
**CBS Sports**  
**VP, Remote Technical Operations**

#### \* **TECHNOLOGY SHOWCASE EXHIBITS**

**Exhibit Dimensions:** 10 ft. wide x 8 ft. deep

#### **Each exhibit includes:**

5 AMPS electrical drop, standard 6 ft. table (draped), 2 chairs, 1 trash can, and 1 single-line identification sign

#### \*\* **EVENT PASSES**

**Each SVG Sponsor receives passes to The SVG Summit that are included in your annual sponsorship:**

**Platinum: 4 Premier: 3 Corporate: 2 Mobile / Integrator: 2**

The additional passes listed above are added to the passes included in your annual sponsorship. For example, a Corporate Sponsor (2) sponsoring at the Diamond Level (+3) would receive 5 total passes.

**MORE INFORMATION ON REGISTRATION / ADDITIONAL PASSES CAN BE FOUND ON FOLLOWING PAGE.**

## A LA CARTE SPONSORSHIPS

### EXCLUSIVE OPPORTUNITIES

BADGES	\$7,000
LANYARDS	\$7,000
REGISTRATION TABLE	\$6,000
PADFOLIO	\$7,500
CONFERENCE BAG	\$8,500
HOTEL KEY CARD (LOGO ON CARD)	\$7,000

### BASED ON AVAILABILITY

MAIN STAGE CASE STUDY (15 MIN)	\$8,500
MAIN STAGE INTRODUCTION (3 MIN)	\$6,000
TUESDAY TECH TALK SPOTLIGHT (5 MIN)	\$5,000
LED VIDEO WALL COMMERCIAL IN REG. AREA	\$5,000
MONDAY CO-NETWORKING BREAKS	\$3,500
TUESDAY CO-NETWORKING BREAKFAST	\$3,500
SIZZLE REEL VIDEO AD (TUES MAIN STAGE)	\$3,500
FULL-PAGE AD IN EVENT PROGRAM	\$3,000
HALF-PAGE AD IN EVENT PROGRAM	\$2,000
ADDITIONAL ATTENDEE PASS	\$495

### REGISTRATION INFO

**ALL ATTENDEES MUST REGISTER BY DECEMBER 9.**

Late registration is subject to a \$150 fee.

### WHAT THEY'RE SAYING

*Sports Video Group has been an invaluable partner to TVU, not just for the insights it brings to the industry, but for the relationships it helps foster. Through SVG, we've built meaningful connections with some of the most innovative minds in sports production — and those relationships have directly shaped how we evolve our technology to better serve the broadcast community.*

— Jessica Mintz  
TVU Networks

North American Marketing Director

### ALL SPONSORSHIPS INCLUDE:

- Branding on Event Program, Website, Promos, and Digital / Physical Signage
- Two (2) Additional Passes
- Post-Event Registration List

### PLEASE NOTE:

There will be video recordings of Main State Sessions (available On Demand following the SVG Summit) and ONLY audio recordings of workshops.

## WORKSHOP SPONSORSHIPS

### **TITLE** \$8,500 ONE AVAILABLE PER WORKSHOP

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- Five-minute executive welcome remarks with logo exposure on screen; PPT slides allowed
- Executive on panel
- Branding on all event marketing material, including website, promotions, and signage
- Three (3) additional passes
- Post-event registration list

### **CASE STUDY** \$6,500

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- 15-minute presentation with logo exposure on screen
- Branding on all event marketing material, including website, promotions, and signage
- Two (2) additional passes
- Post-event registration list

### **ASSOCIATE** \$5,500

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- Executive on panel
- Branding on all event marketing material, including website, promotions, and signage
- Two (2) additional passes
- Post-event registration list

### **SIZZLE REEL** \$2,500

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- 30-60 second sizzle reel video (runs once in workshop)  
SPECS: 720p/59.94 H.264 .mp4/.mov files
- Branding on all event marketing material, including website, promotions, and signage
- One (1) additional pass
- Post-event registration list

### WHAT THEY'RE SAYING

*The SVG Summit has become a staple on the Blackmagic Design event calendar over the years, offering a valuable opportunity to connect with so many of our industry colleagues and partners who have supported our company's growth as they continue to push the technical boundaries of sports production. We are proud to be a sustaining supporter of SVG and its important work, including the Sports Broadcasting Hall of Fame, which honors excellence in the field while also raising vital funding for professionals who work tirelessly within the sports production community.*

**— Bob Caniglia**  
**Blackmagic Design**  
**Director of Sales Operations**

### WORKSHOPS

- **Live Production Innovation**
- **SVGW Women's Sports** (more info on page 6)
- **Content Workflows**
- **AI Production Tools**
- **Digital Engagement & Monetization**
- **Cloud Production**
- **SVG Audio Production & Distribution**

**NOTE: THERE WILL ONLY BE AUDIO RECORDINGS OF WORKSHOPS**

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