

## MONDAY 23 OCTOBER

**Sport As Entertainment: Creating Content, Building Platforms**  
10:00 - 10:45



Unlocking Sports Content Monetization: A Paradigm Shift  
10:50 - 11:10



**Making Sense Of AI: Limits & Possibilities**  
11:15 - 12:00



From Field To Fans - How To Better Monetize Your Sporting Assets  
12:05 - 12:25



Beyond The Game: AI's Impact On Sports Business Success  
12:30 - 12:50



Taking Control - How Federations Are Using AI To Serve Fans & Create Revenue  
12:50 - 13:10



Broadcasters Using The Cloud To Produce World Feed & Multilingual Commentary  
13:35 - 13:55



**India: A Major Global Market For Sports Media & A Tech Driver In Our Industry**  
14:00 - 14:45



Drive Fan Engagement & Monetization With AI-Based Video Innovations  
14:50 - 15:10



AI's Impact On Sports Content Monetization  
15:15 - 15:35



SPORTIAN: Reinventing The Sports & Entertainment Industry  
15:40 - 16:00



PFL's Global Growth & Creating The Champions League Of MMA  
16:05 - 16:35



Pitch Perfect Session  
16:40 - 17:30



## TUESDAY 24 OCTOBER

Harnessing AI For Your Live Productions To Broadcast More Content & Reduce Costs  
09:30 - 09:50



**A FAST Track To FAST Channels**  
09:55 - 10:40



Expert Panel: FAST & The Future Of Sports Streaming  
10:45 - 11:15



Redefining Fan Engagement With AI  
11:20 - 11:50



**Digital Evolutions For Content Delivery & Monetisation**  
11:50 - 12:35



The Multiverse Of Content Monetization: Unleashing The Full Potential Of Your Rights Through Automation  
12:40 - 13:00



Own Your Audience: How Sports Leagues Are Going Direct-To-Consumer  
13:35 - 13:55



Leveraging Innovation To Design The Future Of FIFA World Cup's Digital Ecosystem  
14:00 - 14:20



**A Country Focus: Italia**  
14:25 - 15:05



Visual Media In Sport - Turning Cost Into Contribution  
15:10 - 15:30



The Game Changer To Rethink Your Events Planning Delivery  
15:35 - 15:55



LALIGA: Audiovisual Innovation Leadership In European Football  
16:05 - 16:50



Exclusive At SPORTEL: Findings Of The 2023 Global Sports Survey By Altman Solon  
16:55 - 17:15



Introducing SPORTEL Rendez-Vous Buenos Aires  
17:15 - 17:30



## WEDNESDAY 25 OCTOBER

Tech Talk: Making The Most Of Automated Production And AI  
10:00 - 10:45



Pitch Perfect Winners Announced  
10:50 - 11:10



**Sport's Napster Moment**  
11:15 - 12:00



**EXHIBITION CLOSING: 16:00**



● MASTERCLASS

● PRESENTATION

● KEYNOTE