

2019 EVENT SPONSORSHIP GUIDE



DECEMBER 16-17, 2019 • NY HILTON MIDTOWN

Monday General Sessions

PM: **Live Production**

Monday, December 16

1:30 - 4:15 p.m.

Attendance is open to all SVG members and sponsors

Sponsorship opportunities are listed on page 4

PAGE 2

Tuesday General Sessions

All Day: **State of the Industry**

Tuesday, December 17

8:30 a.m. - 4:15 p.m.

Attendance is open to all SVG members and sponsors

Sponsorship opportunities are listed on page 4

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Monday Workshops

AM: **IP Production • Live HDR Production**

PM: **Sports Content Management • Graphics / AR**

Monday, December 16

AM Workshops: 10:00 a.m. - 12:30 p.m. • PM Workshops: 1:30 - 4:15 p.m.

Attendance is open to all SVG members and sponsors

Sponsorship opportunities are listed on page 5-8

PAGE 5-8



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Monday, December 16

10:00 a.m. - 4:15 p.m.

Open to all SVG members and sponsors

Sponsorship opportunities are listed on page 9

PAGE 9

Monday Technology Spotlight

AM: **Cloud Services**

Monday, December 16

AM Session: 10:00 a.m. - 12:30 p.m.

Attendance is open to all SVG members and Technology Spotlight sponsors

Sponsorship opportunities are listed on page 10

PAGE 10

Monday Initiative Meetings

AM: **SVGW: Women in Sports Production**

All Day: **DTV Audio Group**

Monday, December 16

SVGW: 8:30 - 10:00 a.m. • DTV Audio Group: 10:00 a.m. - 4:15 p.m.

Attendance is open to all SVG members and sponsors

Sponsorship opportunities are listed on page 11

PAGE 11

Tuesday Workshop

AM: **Content Security**

Tuesday, December 17

10:45 a.m. - 12:15 p.m.

Attendance is open to all SVG members and sponsors

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Tuesday, December 17

Cocktail Reception: 5:30 p.m. • Ceremony: 7:00 p.m.

Requires separate, paid registration. Space is extremely limited.

Class of 2019: Steve Anderson, Mary Ellen Carlyle, Bud Collins, Mike "Doc" Emrick, Bob Fishman, Jerry Gepner, Bob Ley, Roger Penske, Doug Wilson, and Ken Woo

Sponsorship opportunities are listed on page 12

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TO ACTIVATE A SPONSORSHIP,
CONTACT:

Rob Payne · rob@sportsvideo.org · (212) 481-8131
Andrew Gabel · agabel@sportsvideo.org · (646) 998-4554

MONDAY THE FUTURE OF LIVE PRODUCTION

SVG
SUMMIT
GENERAL SESSIONS

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Monday's General Sessions track will put a focus on live production workflows, including a special focus on REMI/at-home production workflows. What new technologies are changing the nature of live production? Attend this informative afternoon and learn about the latest trends affecting the industry.

Time: 1:30 – 4:15 p.m.

1:30 – 2:15 p.m. **Remote Production Business and Technology Trends**

The relationship between remote production service providers and clients continues to be a dance between profitability, capability, flexibility, and trust. Learn more about the current state of the business, challenges as new technologies change the nature of sports production, and much more.

2:15 – 2:30 p.m. **Case Study**

2:30 – 2:45 p.m. **Networking Break**

2:45 – 3:10 p.m. **Inside Look at REMI and At-Home Workflows, Part One:**

NASCAR@Home Productions

NASCAR Productions this year is producing all of its IMSA races from the NASCAR Productions facility, located in Charlotte, NC. The team is relying on production truck designed to meet the needs of a REMI production and has spent the past season learning how to produce an event remotely, the pros and cons of the new workflow, and figuring out future opportunities.

3:10 – 3:30 p.m. **Securing the Compound: The Challenge of Cybersecurity and Live Sports TV**

A panel of rightsholders, third-party vendors, and equipment manufacturers will discuss the status of cybersecurity in the live sports compound. How can everyone work together with the common goal of securing productions both in the stadium and back in the studio? This session will provide an update on the development of an ongoing series of Recommendations and Best Practices that outline suggested industry-approved controls for use in the sports-production industry. This panel will be followed on Tuesday by an open, industry roundtable discussion.

3:30 – 3:45 p.m. **Case Study**

3:45 – 4:15 p.m. **Closing Keynote**



4:00 p.m.
TECHNOLOGY SHOWCASES OPEN
4:30 p.m.
OPENING NIGHT RECEPTION

TUESDAY STATE OF THE INDUSTRY



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8:30 a.m. – 2:30 p.m.

TECHNOLOGY SHOWCASES OPEN

8:30 – 9:15 a.m. **Gambling and What It Means to the Sports Media Business**

Gambling. It's on everybody's (and every state's) mind as a means to not only drive revenue growth but also ratings as viewers will have more reasons to tune in. How are broadcasters approaching gambling from a programming standpoint? Do regional sports networks have an advantage compared to national networks? And how quickly will the legalized betting landscape evolve?

9:15 – 9:45 a.m. **Keynote Conversation: Peter Hutton, Facebook, Director, Global Sports Partnerships**

Peter Hutton is no stranger to the sports media landscape, as he was CEO of Eurosport from 2015-18 and, prior to that, co-CEO of MP & Silva. Now he is at Facebook and, most importantly, at the center of the social media platform's sports-related developments. Learn how Facebook is looking to unlock sponsorship opportunities; drive ticket, merchandise, and subscription sales; as well as its efforts around live rights and much more.

9:45 – 10:45 a.m. **Networking Break**

Visit the Technology Showcases!

10:45 – 11:15 a.m. **Esports 2020: Where Is the Industry Headed?**

The esports market continues to explode as traditional media companies, leagues, and even sports franchises look to become part of the ecosystem. What are some of the key trends to expect in 2020? How will esports continue to be on the ascent and what does that mean to the more traditional sports production landscape?

11:15 – 11:30 a.m. **Case Study**

11:30 a.m. – 12:00 p.m. **Keynote Conversation: Joe Markowski, DAZN, EVP, North America**

DAZN continues to surprise the sports content and distribution world, whether with new rights deals, exclusive studio programming every bit as robust as anything in the industry, or a carriage deal with Comcast. And its international perspective gives it a solid leg up when it comes to understanding the changing landscape of OTT and broadcast sports. Joe Markowski, DAZN, EVP North America, shares his thoughts on DAZN's strategy, its plans for the future, and why the entire industry needs to think differently when it comes to meeting the needs of sports fans.

12:00 – 1:00 p.m. **Networking Lunch**

1:00 – 1:20 p.m. **Sneak Peek: Fox Sports, Miami, and Super Bowl LIV**

Fox Sports will step into the spotlight for Super Bowl LIV and, once again, the challenge is figuring out how to manage technical innovation, production values, and storytelling. The Fox Sports production team discusses the big game.

1:20 – 1:45 p.m. **Inside the Launch of the ACC Network: What Happens When Linear Meets Digital**

When ESPN launched the ACC Network — the new 24/7 national network dedicated to ACC sports — it bolstered its expansive college sports coverage. It involved collaborative work and planning with personnel from across the ACC's 15 institutions. Learn what it takes to launch a new comprehensive network in an age where linear TV and digital distribution require a steady stream of content along with new and efficient philosophies on production and operations.

1:45 – 2:30 p.m. **Networking Break**

Visit the Technology Showcases!

2:30 – 2:50 p.m. **How CBS Sports Delivered Every Shot, Every Hole at The Masters**

Last year, the team at Augusta National had the idea to create an Every Shot, Every Hole production, and they presented the challenge to CBS Sports to create the innovative system. At this year's Masters, the vision became a reality when the groundbreaking system debuted, allowing the viewers at home — for the first time ever — to see every shot from every hole by every golfer. Hear how it came together and how the future of golf production may never be the same.

2:50 – 3:05 p.m. **Case Study**

3:05 – 3:25 p.m. **The NBA Summer League and 5G Smartphone Production**

The NBA this past summer offered up a world first, producing a game using nothing more than Samsung 5G phones. How did the project come together? What was involved and did it really work as promised? Key production execs discuss the effort, lessons learned, and what's next.

3:25 – 3:50 p.m. **Sky Sports on How Volumetric Capture Changes Everything**

Video analysis is very much a one-dimensional experience with analysts relying on flat images taken from one angle at a time to provide insights into athletic performance. At the 2019 Open Championship, Sky Sports changed all that with the use of 120 cameras to capture volumetric video of the world's best golfers in action. The question now is what does volumetric mean for your organization?

3:50 – 4:15 p.m. **Closing Keynote: The Business Impact of Technology Virtualization**



Monday/Tuesday General Sessions SPONSORSHIP

SPONSORSHIP OPPORTUNITIES:	TITLE LEVEL (1) \$28,500	DIAMOND LEVEL \$18,000	GOLD LEVEL \$9,000	SILVER LEVEL \$6,000
Technology Showcase Tabletop	✓	✓	✓	✓
Executive Welcome (Tuesday)	✓			
Panel Position (Monday)	✓	✓		
Video Interview	✓	✓		
Meal Sponsorship	Tuesday Lunch, Exclusive Sponsor	Monday Reception, Co-Sponsor	Tuesday Breakfast, Co-Sponsor	
Session Introduction (Monday or Tuesday)	✓			
Ad in Event Program	Spread	Full Page	Half Page	
Company Branding on Event Website and Signage	Logo	Logo	Logo	Text
Literature Distribution on Registration Table	✓	✓	✓	
Additional Passes	4	3	2	1
Post-Event Registration List	✓	✓	✓	✓

OTHER SPONSORSHIP OPPORTUNITIES:

Badges	\$6,000	One available	SVG produces with your logo
Lanyards	\$6,000	One available	SVG produces with your logo
Monday/Tuesday General Session Sponsorship (Audio or Video)	\$6,000	Based on availability	Two-minute intro
Monday General Session Networking Break Co-Sponsorship	\$3,000	Two available	Logo on Networking Break signage
Tuesday General Session Networking Break Co-Sponsorship	\$4,000	Three available	Logo on Networking Break signage
Video Ad (Tuesday)	\$3,000	Based on availability	15-second supplied promo video ad to run between sessions
Case Study	\$8,000	Mon.: Two available Tues.: Two available	10-minute presentation, with PPT slides; based on editorial approval
Registration Table Sponsorship	\$5,000	One available	Registration table sponsor with signage
Padfolio	\$6,500	One available	SVG produces with your logo
Charging Station With Logo	\$3,500	One available	Your logo branded as power sponsor
Social Hashtag Sponsor	\$4,000	One available	Your company handle added to all SVG tweets, slides, promos, website, etc.
Conference Tote Bag Sponsor	\$7,500	One available	SVG produces bag distributed to members
Full-page Ad in Event Program	\$2,500	Based on availability	Full-page color ad in event program
Half-page Ad in Event Program	\$1,500	Based on availability	Half-page color ad in event program
Video Wall on 2nd Floor (Monday)	\$5,000	Based on availability	30 sec.-1 min. rotating video or image exposure on video wall adjacent to 2nd floor registration area
Key Card Sponsor	\$6,000	One available	Your company's branding and message on Hilton hotel key for SVG Summit room block
Golf Shirts	TBD	One available	Your company's logo on SVG polo shirt
Photographer Sponsor	\$4,000	One available	Photographer wears shirt with your company's logo
WiFi Sponsor	\$10,000	One available	Branding on SSID and loading page



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IP PRODUCTION + ENGINEERING

AN **SVG SUMMIT**
WORKSHOP

Time: 10:00 a.m. – 12:30 p.m.

The **IP Production and Engineering Workshop** is designed to provide a comprehensive overview of the state of the developments related to IP routing and virtual workflows.

10:00 – 10:45 p.m. **War Stories from the IP Frontlines**

Every organization that has made the move from SDI to IP has some battle scars that are still healing. We'll take a close-up look at a few real-world scenarios, how the problems were solved, and what steps can be taken to avoid a similar fate.

10:45 – 11:00 a.m. **Case Study**

11:00 – 11:30 a.m. **IP Routing: What to Expect**

Learn some of the basics and differences when moving to an IP router. What are some key considerations? What are some of the most important changes you and your team need to undergo in order to get things done in the IP domain?

11:30 – 11:45 a.m. **Case Study**

11:45 a.m. – 12:30 p.m. **The Virtualized Future: Dream or Nightmare?**

It's getting closer every day: the chance to leave behind dedicated hardware boxes and instead replace them with applications that reside in a cloud environment. But how close is the virtualized future, what will it mean to the entire industry, and is it really possible for an industry so entrenched?

Agenda subject to change

WORKSHOP SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP

(One available)

COST: \$6,000

- Five-minute executive welcome remarks; PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

CASE STUDY SPONSORSHIP

(Based on availability)

COST: \$5,500

- 10-minute presentation, on-screen logo
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

SESSION SPONSORSHIP

(Based on availability)

COST: \$4,000

- Two-minute session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage



LIVE HDR PRODUCTION

AN **SVG SUMMIT** WORKSHOP

Time: 10:00 a.m. – 12:30 p.m.

The **Live HDR Production Workshop** is designed to give those who are seriously considering HDR a chance to better understand the concepts, the challenges, and the opportunities. Experts discuss the various production formats, considerations when making a decision, and how an HDR workflow impacts the way the team goes about their business. And practitioners of HDR share practical advice and tips to ensure your production meets your goals.

10:00 – 10:45 p.m. **HDR Primer: Understanding the Ecosystem**

The Live Production HDR Workshop begins with an overview of some of the various formats, standards, and production considerations. The goal is to ensure that attendees have a strong understanding of core concepts before diving into the deep end of the pool.

10:45 – 11:00 a.m. **Case Study**

11:00 – 11:30 a.m. **Gearing Up For HDR**

What are some of the equipment options for an HDR production? How does it differ from an SDR production? We will look at some of the options and how to make the best decision for your production.

11:30 – 11:45 a.m. **Case Study**

11:45 a.m. – 12:30 p.m. **Adventures in HDR**

It's time for real-world experience in HDR production. Experts who have tackled HDR discuss how they approach the production, how they get their team ready for the show, and best practices to embrace and pitfalls to avoid.

Agenda subject to change

WORKSHOP SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP

(One available)

COST: \$6,000

- Five-minute executive welcome remarks and PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

CASE STUDY SPONSORSHIP

(Based on availability)

COST: \$5,500

- 10-minute presentation, on-screen logo
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

SESSION SPONSORSHIP

(Based on availability)

COST: \$4,000

- Two-minute session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage



SPORTS CONTENT MANAGEMENT

AN **SVG**
SUMMIT
WORKSHOP

Time: 1:30 – 4:15 p.m.

The **Sports Content Management Workshop** is designed for SVG members and sponsors looking to learn about the latest developments in media-asset-management (MAM), archive and storage technology, content migration, and cloud-based workflows. This afternoon workshop will feature MAM leaders from major broadcasters, leagues, teams, and vendors offering first-hand perspectives and behind-the-curtain looks at their respective workflows. The SCM Workshop is a can't-miss event for anyone looking to build an efficient content-management and storage/archiving infrastructure, as well as to stay up-to-date on the latest technological developments in this vital industry sector.

1:30 – 2:15 p.m. **Best Practices in Migration: How to Manage My Content Lifecycle for an Ever-Growing Library?**

Today's digital explosion drives sports-content creators to keep more media online and available to their users for longer periods of time. These organizations outgrow their annual storage space yearly, challenging storage budgets; decisions from the past impact their decisions going forward. Sports-media organizations discuss their approach to address and resolve these challenges in real-world large-scale production systems and archives.

2:15 – 2:30 p.m. **Case Study**

2:30 – 2:45 p.m. **Networking Break**

2:45 – 3:15 p.m. **Keynote Session**

3:15 – 3:30 p.m. **Case Study**

3:30 – 4:15 p.m. **State of Archiving Technology: What Does the Future Hold for Tape, Drives, and the Data Center?**

Find out from manufacturing leaders where they see their technologies going, how they design migration strategies from yesterday's storage platforms to cutting-edge offerings while embracing the many tiers available from the cloud, on-prem disk, solid state, and onsite / offsite tape archives.

Agenda subject to change

WORKSHOP SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP

(One available)

COST: \$6,000

- Five-minute executive welcome remarks and PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

CASE STUDY SPONSORSHIP

(Based on availability)

COST: \$5,500

- 10-minute presentation, on-screen logo
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

SESSION SPONSORSHIP

(Based on availability)

COST: \$4,000

- Two-minute session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

WORKSHOP NETWORKING BREAK SPONSORSHIP

(One available)

COST: \$2,500

- Logo on workshop slides
- Logo branded on event program, website, and promotions



SPORTS AN SVG SUMMIT WORKSHOP GRAPHICS & AR

Time: 1:30 – 4:15 p.m.

The **Sports Graphics and AR Workshop** is designed for SVG members and sponsors looking to learn about the latest developments in graphics, augmented reality, and data visualization technologies for live sports broadcasts. This afternoon workshop will feature sports-graphics leaders from major broadcasters, leagues, teams, and vendors addressing hot-button topics like augmented reality and virtual studios, graphics for sports-betting and predictive gaming telecasts, player tracking and data integration, and much more.

1:30 – 2:15 p.m. **The Rise of AR on the Field: Changing the Game for Game Coverage**

Although augmented reality is nothing new to sports production, dating back to the 1st and Ten line more than two decades ago, AR has taken a giant leap in recent years and is dramatically changing the way stories are told on the field. AR and virtual graphics are nearly ubiquitous on live telecasts of major sporting events ranging from primetime NFL football to major golf tournaments and beyond. Learn how AR is truly adding another dimension to live sports coverage.

2:15 – 2:30 p.m. **Case Study**

2:30 – 2:45 p.m. **Networking Break**

2:45 – 3:15 p.m. **The Sports Betting Factor: Graphics and Data Integration**

As the wave of legalized sports-betting begins to accelerate to more states, many broadcasters are looking to integrate betting into their live-game coverage and launch betting-focused studio shows. Graphics and data integration are sure to play a vital role in the proliferation of in-game-wagering and predictive-gaming telecasts in the near future. Hear from broadcasters, graphics vendors, and data providers on how this new frontier will impact your production workflows.

3:15 – 3:30 p.m. **Case Study**

3:30 – 4:15 p.m. **Virtual Studios and AR: Expanding Beyond the Physical World at Home**

Augmented reality and virtual studios have allowed sports-content creators to rethink what is possible inside the studio. Fueled by the rise of high-powered video-game engines, broadcasters can now create ultra-realistic and -engaging studio environments in real-time to serve as the home of their sports programming. Leaders from broadcasters and vendors address the latest AR and virtual technologies revolutionizing the way studio shows are produced.

Agenda subject to change

WORKSHOP SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP

(One available)

COST: \$6,000

- Five-minute executive welcome remarks and PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

CASE STUDY SPONSORSHIP

(Based on availability)

COST: \$5,500

- 10-minute presentation, on-screen logo
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

SESSION SPONSORSHIP

(Based on availability)

COST: \$4,000

- Two-minute session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

WORKSHOP NETWORKING BREAK SPONSORSHIP

(One available)

COST: \$2,000

- Logo on workshop slides
- Logo branded on event program, website, and promotions



Monday, December 16

Time: 10:00 a.m. – 4:15 p.m.

10:00 – 10:30 a.m. The OTT Arms Race: A State of the Business

What is the current state of the rapidly changing sports OTT ecosystem? The experts at Octagon offer this primer to open the day to offer you the lay of the land.

10:30 – 11:00 a.m. Keynote Conversation

11:00 – 11:15 a.m. Case Study

11:15 – 11:45 a.m. Case Study (End User)

11:45 a.m. – 12:30 p.m. Leagues of Extraordinary Streamers:

How League Offices Are Leading the Way

In today's sports media ecosystem, major professional and collegiate sports leagues are massive content creators, aggregators, distributors, and builders of live digital experiences. How are leagues evolving their out-of-market streaming services, offering guidance to their franchises on both online and in-venue offerings, and keeping their respective sports on the cutting edge of consumer wants and behaviors?

12:30 – 1:30 p.m. Break

1:30 – 2:15 p.m. The Next Generation of the OTT Stack:

Encoding, QoE, Analytics, and More!

As live streaming of major sporting events at scale matures, the gears underneath the hood are continuing to evolve and advance. What's the latest on the critical pain points in the live streaming/over-the-top distribution stack? Experts from the field explain.

2:15 – 2:30 p.m. Case Study

2:30 – 2:45 p.m. Networking Break

2:45 – 3:15 p.m. Keynote Conversation

3:15 – 3:30 p.m. Case Study

3:30 – 4:15 p.m. Sports Betting: The Promise of What's to Come in 2020

Sports betting is all of the rage in 2019 and it promises to be a huge driver of live streaming and OTT subscription-based service experiences in the new year. Specialists in the field share how technology and content strategy will drive an entirely new way to consumer sports video on the go.

**SVGdigital
SPONSORSHIP
OPPORTUNITIES**

TITLE SPONSORSHIP

(One available)

COST: \$6,000

- Five-minute executive welcome remarks and PPT slides allowed
- Executive on panel
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

CASE STUDY SPONSORSHIP

(Subject to editorial availability)

COST: \$5,500

- 10-minute presentation
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

SESSION SPONSORSHIP

(Based on availability)

COST: \$4,000

- Two-minute session introduction with logo exposure on-screen
- Logo on all event marketing material: website, e-mail promotions, physical and digital signage

**WORKSHOP NETWORKING
BREAK SPONSORSHIP**

(One available)

COST: \$2,000

- Logo on workshop slides
- Logo branded on event program, website, and promotions

Agenda subject to change



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NEW TO THIS YEAR'S SVG SUMMIT!

Technology Spotlight presentations are designed to give providers of cloud services a chance to take the stage for 45 minutes to discuss their technology, philosophy, roadmap, and more. The goal is to give SVG members an opportunity to have a deeper understanding of different options so that they can make a more informed decision when choosing a technology provider.

TECHNOLOGY SPOTLIGHT: **CLOUD SERVICES** | AN **SVG SUMMIT** WORKSHOP

Monday, December 16

Time: 10:00 a.m. – 12:30 p.m.

Figuring out which cloud service to choose as your core provider is a complicated decision that often involves understanding the providers entire ecosystem as it relates to not only its own services but also which partners it works closely with. This informative session is designed to give cloud service providers and their partners an opportunity to lay out their current offering as well as vision for the future.

TECHNOLOGY SPOTLIGHT OPPORTUNITIES

COST: \$15,000

- 45 minute presentation
- Involve your workflow partners
- SVG will provide you with an graphic to promote to your lists and socially
- Four additional registrations
- Post-event attendee list


INITIATIVE MEETINGS

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Time: 8:30 – 10:00 a.m.

SVGW: Women in Sports Production is a networking group that aims to enhance the role of women in the creation, production, and distribution of sports content. SVGW hosts an annual networking breakfast at the SVG Summit, bringing together women who work for sports leagues, teams, networks, technology companies, and more for a morning of networking and discussion.

To reserve a spot, email Karen Hogan Ketchum at
karen@sportsvideo.org

SVGW BREAKFAST SPONSORSHIP (Two available)

COST: \$3,500

- Signage at event
- Welcoming remarks (discussed with SVGW prior to event)
- Post-event attendee list



DTV AUDIO GROUP
produced by

Time: 10:00 a.m. – 4:15 p.m.

DTV Audio Group's mission is to help our industry meet the potential of digital television audio with consistency and efficiency through education and communication.

For sponsorship inquiries, contact:

Rob Payne, rob@sportsvideo.org

Andrew Gabel, agabel@sportsvideo.org



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CONTENT SECURITY

AN SVG
SUMMIT
WORKSHOP

NEW TO THIS YEAR'S SVG SUMMIT!

Tuesday, December 17

Time: 10:45 a.m. – 12:15 p.m.

The SVG Content Security Workgroup was created to strengthen the processes by which content is protected throughout the lifecycle of production, distribution, and archiving –based on the input of SVG's membership, including broadcasters, rights owners, and production service providers.

10:45 a.m. – 12:15 p.m. SECURING THE COMPOUND: Roundtable Discussion

Rightsholders, third-party vendors, and equipment manufacturers are invited to participate in an open discussion about how to advance and improve cybersecurity in the live sports compound. How can everyone work together with the common goal of securing productions both in the stadium and back in the studio? How have other industry sectors worked together for the common good? How can the industry advance adoption of the SVG Recommendations and Best Practices? Technology providers are welcome to attend and update the group on the status of your company's cyber preparedness?

CONTENT SECURITY WORKGROUP

The Work Group's recent efforts have focused on two fronts:

1. Working with SVG members to introduce its Best Practices to their production teams
2. Discussing technology network security efforts with key equipment partners

The SVG Content Security Best Practices documents include:

- Scanning Removable Drives Version 1.0
- Wireless Networks Version 1.0

To review the Best Practices, visit:

<https://www.sportsvideo.org/security>

For more information, contact:

Martin Porter
marty@sportsvideo.org

Agenda subject to change

SPORTS BROADCASTING HALL OF FAME

TUESDAY, DECEMBER 17, 2019 · 5:30 p.m.

CLASS OF 2019

Steve Anderson
Mary Ellen Carlyle
Bud Collins
Mike "Doc" Emrick
Bob Fishman
Jerry Gepner
Bob Ley
Roger Penske
Doug Wilson
Ken Woo

To attend this special event, please contact Carrie Bowden at (917) 446-4412 or via email at carrie@sportsvideo.org

Individual tickets are \$650, mezzanine tickets are \$600, and round tables of 10 are \$6,500

Please note that ALL proceeds from table sales will be donated to the **SVG Sports Broadcasting Fund** and will help sports production professionals and their families who find themselves in financial difficulty due to illness, injury, or loss of life.

SPORTS BROADCASTING HALL OF FAME SPONSORSHIP OPPORTUNITIES

COMMEMORATIVE PROGRAM ADS

\$1,500 for a half page

\$2,000 for a full page

\$3,000 for a two-page spread

BENEFATOR SPONSORSHIP

\$11,000 includes:

- Reserved table for 10 with company signage
- On-screen and display signage
- Logo recognition on HOF website
- Spread ad in HOF print program
- Logo in HOF print program
- Logo on all event marketing

PATRON SPONSORSHIP

\$9,000 includes:

- Reserved table for 10 with company signage
- On-screen and display signage
- Logo recognition on HOF website
- Full-page ad in HOF print program
- Logo in HOF print program
- Logo on all event marketing

SUPPORTING SPONSORSHIP

\$8,000 includes:

- Reserved table for 10 with company signage
- On-screen and display signage
- Logo recognition on HOF website
- Half-page ad in HOF print program
- Logo in HOF print program
- Logo on all event marketing

COCKTAIL PARTY SPONSORSHIP

\$6,000 includes:

- Two tickets to HOF ceremony
- On-screen and display signage
- Logo recognition on HOF website
- Logo in HOF print program
- Logo on all event marketing

To activate a sponsorship, please contact:

Rob Payne, rob@sportsvideo.org

Andrew Gabel, agabel@sportsvideo.org

Additional opportunities are available

