



Exhibition Opening | 08:30

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| 9:45 - 10:30 | Sports Media Rights in Asia: Landscape, Challenges & What's Next | <ul style="list-style-type: none"> • Moderator Shoto Zhu, CEO, <i>SponsorForce Inc</i> • Mustafa Ghouse, General Partner, <i>Centre Court Capital</i> • Mike Kerr, Managing Director, <i>beIN Sports APAC</i> • Jean-Christophe Petit, Director Media Partnerships & FIFA +, <i>FIFA</i> |  |
| 10:35 - 10:55 | Beyond the Pitch: Showcasing K League Through Media and Content Strategy | <ul style="list-style-type: none"> • Min Joo Kim, Head of International Business Development, <i>Korea Professional Football League</i> |  |
| 11:20 - 11:40 | The Real Value of Content Fabric for Sports Rights Holders | <ul style="list-style-type: none"> • Sean Curran, GM-APAC, <i>Eluv.io</i> |  |
| 11:45 - 12:30 | Women Leading Sport in Singapore: Inspiring Legacy & Economic Power | <ul style="list-style-type: none"> • Moderator Peggy Tng, Regional Lead, APAC, <i>Global Sports Innovation Center (GSIC)</i> • Jignesh Chedda, Senior Director, Global Media Rights, <i>ONE Championship</i> • Neha Monga, Business Strategy Leader - Security Solutions, <i>Microsoft Asia</i> • Joanne Warnes, Managing Director, <i>Octagon</i> • Ren Kai Yip, Managing Director, Co-Founder, <i>Reddentes Sports</i> |  |
| 14:00 - 14:45 | Away Goals: European Football & APAC Strategies for Commercial Growth | <ul style="list-style-type: none"> • Moderator Joseph Perry, Editor SportBusiness Media, <i>SportBusiness</i> • Ivan Codina, Managing Director SEA – Japan, S. Korea & ANZ, <i>LALIGA</i> • Anna Guarnerio, International Media Rights Director, <i>Lega Calcio Serie A</i> • Robert Klein, SVP & Managing Director Football, <i>IMG</i> |  |
| 15:50 - 16:40 | Technology Master Class: Making Sense of New Trends | <ul style="list-style-type: none"> • Moderator Ken Kerschbaumer, Co-Executive Director, Editorial Services, <i>SVG</i> • Guillaume Mauffrey, Director Sales Asia, <i>Riedel Communications</i> • Guy Port, Head of Asia Pacific, <i>WSC Sports</i> • Ursula Romero Gerberding, CEO, <i>International Sports Broadcasting</i> |  |
| 16:45 - 17:30 | What the Buyers Want! Content Acquisition Strategies in APAC: A Q&A | <ul style="list-style-type: none"> • Moderator Joseph Perry, Editor SportBusiness Media, <i>SportBusiness</i> • James Frewin, Managing Director, <i>Professional Fighters League</i> • Aisyah Razak-Derwish, Sr Manager, Content, <i>StarHub Cable Vision</i> • Haruka Sekita, Contents Acquisition, <i>J Sports Corporation</i> • Ben Turner, Head of Sports Content & Partnerships APAC / Head of Global Basketball, <i>Sportradar Group</i> |  |
| 17:30 - 18:30 | After-work Drinks | Time to enjoy and exchange over a refreshing drink and snacks |  |

Exhibition Closing | 18:30





Exhibition Opening | 08:30

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| 10:00 – 10:45 | Australia & New Zealand (ANZ): A Booming Sports Media & Tech Landscape | <ul style="list-style-type: none"> • Moderator Cam Vale, CFO, <i>Australian Sports Technology Network</i> • Patrick Bour, Head of TV & Marketing, <i>ESPN Australia/NZ</i> • Guy Neville, EGM - NBL Media and Broadcast, <i>National Basketball League</i> • Anna Lockwood, Head of Media & Sport, <i>Telstra International</i> • Padraig O'Donovan, CEO, <i>Layercake</i> |  |
| 11:20 – 11:40 | Beyond FeedConstruct: Our Journey and Your Place in It | <ul style="list-style-type: none"> • Narek Harutyunyan, CEO, <i>FeedConstruct</i> |  |
| 11:45 – 12:30 | From Illegal Streams to Cybercrime: Tackling the Streaming Piracy Threat in Asia | <ul style="list-style-type: none"> • Moderator Matthew Cheetham, General Manager, Coalition Against Piracy, <i>AVIA</i> • Bastien Casalta, CTO, <i>TMG</i> • Grace Paul, Director, Regulatory, <i>SINGTEL</i> • Jacelyn Tan, Head of Legal, <i>beIN Sports APAC</i> |  |
| 14:00 – 14:45 | Streaming and the Holy Grail of Personalisation | <ul style="list-style-type: none"> • Moderator Ken Kerschbaumer, Co-Executive Director, Editorial Services, <i>SVG</i> • Sean Curran, GM-APAC, <i>Eluv.io</i> • Lowell Conn, President, <i>Protocol Sports Marketing</i> |  |
| 14:50 – 16:00 | Pitch Perfect Innovation Contest | <ul style="list-style-type: none"> • Pitchers • Shaun Curtis, President, <i>S.O. Casual Creative</i> • Igor Oreper, Chief Strategy Officer, <i>Bitmovin</i> • Julian Buehler, International Media Rights Distribution, <i>Phygital International</i> • Padraig O'Donovan, CEO, <i>Layercake</i> • Kenth Andersson, SVP Business Development Global, <i>Appear</i> • Judges • Ken Kerschbaumer, Co-Executive Director, Editorial Services, <i>SVG</i> • Laurent Puons, Managing Director, <i>Monaco Mediac/SPOTEL Singapore</i> • Cam Vale, CFO, <i>Australian Sports Technology Network</i> |  |
| 16:00 – 17:00 | After-work Drinks | In Honour of Pitch Perfect Innovation Contest Winner! |  |



Exhibition Closing | 17:00

FULL PROGRAMME
& SPEAKERS

