



SPORTS MEDIA & TECHNOLOGY CONVENTION

Press Release

SPORTEAsia 2019 Sneak peek at what is going to happen in Macau !

Monaco, 29 January 2019

For its upcoming spring market, [the world's leading sports media and technology convention](#) returns to the Far East, in the vibrant city of Macao from 5th to 7th of March 2019 at the luxurious JW Marriott Hotel.

"We are very excited about this edition of SPORTE because this event has not been held in the Far East since SPORTEAsia 2014, in Shanghai" stated Mr. Laurent PUONS, CEO of Monaco MediAx.

SPORTEAsia is now positioned as an elite industry event embracing the growth markets of China and throughout Asia, providing its international community a great platform for developing business and networking opportunities with Asian Pacific markets.

The shortlist of the currently registered companies has already been released.

Among them :

BEIN SPORTS, DENTSU, FIGHTSPORTS, INFRONT, ITTF, LALIGA, MATCHROOM SPORT, NBA, NETCO SPORTS, NEULION, PERFORM GROUP, SPORTRADAR, TMG, VIZRT ... and much more

[View full shortlist](#)

Conference Programme overview

TELSTRA E-SPORTS PANEL

The Rise of e-Sports - Opportunities for Growth

Esports is an exploding area of interest and revenue growth for sports media and marketing companies, with significant year on year growth in industry activity and maturity over the last few years. Asia leads this trend with an established video games and esports ecosystem and exciting new investments that are further accelerating the opportunities for growth.

OCEANS E-SPORT PANEL

e-Sports in China, Challenges and the Future

The status quo of Esports in China, the possible opportunities and the problems encountered.

What is the future of Esports in the bigger sports family ? Could it be part Olympic family ?



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YUTANG Media Panel

Working with chinese media to raise the influence of sports properties in China

As China upgrade sports-related domestic consumption and encourage broadcasts of sports events, the market presents more potentials for sports properties and media and are very live.

How do sports properties and media work and collaborate with each other, to increase the influence of sports and sports broadcasts in China, to make more people become sports audiences, to contribute to business growth?

LaLiga PRESENTATION

You can now register as press filling out the [online registration form](#)

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