

The Inaugural

Sports Broadcasting Summit

3 – 4 May 2010 | Sydney Harbour Marriott at Circular Quay



Featuring an outstanding panel of speakers including:

Peter Holmes à Court, Chairman, **ISFM**, co-owner, **South Sydney Rabbitohs**

Jon Marquard, Chief Operating Officer, **Premier Media Group**

Justin Holdforth, Head of TV Sport, **ABC**

Bruce Meagher, Director of Strategy & Communications, **SBS**

Michele Levine, CEO, **Roy Morgan Research**

Joan Warner, CEO, **Commercial Radio Australia**

David McGrath, General Manager News & Sport, **Telstra Media**

Ian Gardiner, CEO, **Viocorp**

Damien Tampling, Partner, **Deloitte**

Matt Miller, CEO, **Australian Sports Commission**

Neil Dalrymple, CEO, **Bowls Australia** and Board Director, **CAS**

Mark Anderson, CEO, **Hockey Australia**

Larry Sengstock, CEO, **Basketball Australia**

Kate Palmer, CEO, **Netball Australia**

Matt Carroll, Deputy CEO, **Australian Rugby Union**

Stephanie Beltrame, General Manager Media Rights, **Cricket Australia**

Adam Firth, General Manager, Legal and Commercial, **V8 Supercars Australia**

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The Inaugural Sports

DAY ONE: Monday 3rd May 2010

- 8.00 Registration and coffee
- 8.45 Welcome and speed networking session
- 8.50 Opening remarks from the Chair

SPORT & TECHNOLOGY

9.00 **KEYNOTE ADDRESS: Adapting to technological change in the sporting industry and how to embrace and move forward with digital broadcasting technologies**

- How technology is changing sport and sport consumption
- How does technological change impact sports broadcasting?
- Innovative ideas for sport bodies to deal with rapid change

Peter Holmes à Court, Chairman, ISFM, co-owner, South Sydney Rabbitohs

9.30 **Transformation: Broadband, Television and Sport**

- The Government's National Broadband Network
- Open networks and multiple sports service providers
- Triple play broadband services
- New major players

Professor Trevor Barr, Media and Communications, Swinburne University of Technology

SPORTS MEDIA

10.00 **PANEL DISCUSSION: Examining contemporary issues affecting sports TV broadcasting and some of the implications for digital media platforms**

- How has the nature and scope of sports broadcasting changed in recent years?
- How is technological change impacting sports broadcasting?
- What are the current headline regulatory and legal issues that impact how sports are shown on TV?
- Are we likely to see meaningful regulatory change to these headline issues in the near future?
- What can we expect from digital TV in the future?
- How should we address fair dealing in the digital age and is access to venues likely to become even more problematic?
- How sports should maximise their relationships with broadcast partners?

Justin Holdforth, Head of TV Sport, ABC

Bruce Meagher, Director of Strategy & Communications, SBS

Jon Marquard, Chief Operating Officer, Premier Media Group

10.30 Morning tea

SPORT ON TV

11.00 **Sport, Advertising and TV: How to make the most of digital networks**

- Utilising digital media and online networks
- Innovation in digital media tools
- Providing market incentives through digital media
- Developing alternative media revenue streams

Harold Mitchell AO, Executive Chairman, Mitchell Communication Group

ANTI-SIPHONING SCHEME

11.30 **Why is the anti-siphoning scheme under review and what are the likely changes to the legislation?**

- Is the anti-siphoning scheme relevant in the current broadcasting environment?
- Will the anti-siphoning scheme be amended or repealed?
- What changes are likely to be made to the legislation?
- Who would benefit from deregulation of the laws?

Damien Tampling, Partner, Deloitte

ANTI-SIPHONING LEGISLATION

12.00 **Understanding how the anti-siphoning legislation impacts sports broadcasting**

- What are the main objectives of the anti-siphoning scheme?
- What impact does the scheme have on sports rights holders?
- How appropriate are the events on the list?
- What are the criteria for inclusion on the list?
- What is the appropriate duration of the list?
- What are the scheduling and coverage requirements?

Ian McGill, Partner, Allens Arthur Robinson (Invited)

12.30 Lunch

DEMOGRAPHICS

1.30 **Analysing the demographic of sports viewers and the new and emerging patterns of consumption**

- Who and what demographic groups are watching sports?
- How are they consuming sport and via what forms of media?
- Does sport on new media replace or supplement television viewing?
- Has this changed in recent years and how will it continue to change?

Michele Levine, CEO, Roy Morgan Research

RADIO BROADCASTING

2.00 **Optimising the power of the digital revolution on the radio broadcasting sector**

- The impact of the digital era on radio
- Convergence of traditional and digital radio
- Developing a hub for the creation of digital radio content
- Issues surrounding audio technology and sound quality
- Growth and possibilities in the digital world
- Capturing a fragmented audience

Joan Warner, CEO, Commercial Radio Australia

2.30 Afternoon tea

ONLINE BROADCASTING

3.00 **CASE STUDY: Harnessing new media platforms: IPTV**

- Delivering an internet based TV product
- Offering a low-cost alternative
- Competing for viewers
- Managing content rights

Greg Bader, CTO, iiNET

3.30 **CASE STUDY: Examining the changing technology of sports broadcasting**

- How Online and Mobile sports fans differ from the traditional audience
- Improvements in Community engagement using New Media
- Growth of streaming sports video across Online and Mobile Channels
- Implications for niche sports seeking wider public exposure
- Issues surrounding the anti-siphoning list and online media

David McGrath, General Manager News & Sport, Telstra Media

4.00 **CASE STUDY: Integrating the relationship between TV and the Internet**

- Harnessing the benefits of broadcasting online – low cost, high quality production
- Operational and technical aspects of live and on-demand streaming
- Monetisation via advertising, pay-per-view or subscription
- Interactivity for sports viewers

Ian Gardiner, CEO, VioCorp

4.30 Closing remarks from the chair

4.40 End of conference

Broadcasting Summit

DAY TWO: Tuesday 4th May 2010

- 8.30 Coffee and networking
- 8.45 Welcome and speed networking session
- 8.50 Opening remarks from the Chair
Arun Khanna, Managing Director, **Cadability**

SPORT & THE MEDIA

9.00 **Utilising sport media in a way that encourages sport participation and community cohesion**

- Promoting sport and healthy lifestyle habits
- Encouraging community engagement and social cohesion
- Responding to changing demographics and lifestyles

Matt Miller, CEO, **Australian Sports Commission**

9.30 **Strengthening Australia's sporting identity through widespread access to sporting content**

- Creating a vision for the sports sector (and Bowls)
- Broadening access to sports media
- Managing our sporting interests in the global arena

Neil Dalrymple, CEO, **Bowls Australia** and Board Director, **Confederation of Australian Sport**

SPORT RIGHTS

10.00 **PANEL DISCUSSION: Discussing how to negotiate sports broadcasting rights agreements and the regulatory challenges facing sports rights holders**

- How does the anti-siphoning scheme impact media right negotiations?
- What techniques and strategies are being used to negotiate rights?
- How can rights owners balance revenue with the greatest market exposure?
- How does this effect funding for the sport at grassroots levels?

Matt Carroll, Deputy CEO, **Australian Rugby Union**

Stephanie Beltrame, General Manager Media Rights, **Cricket Australia**

Adam Firth, General Manager, Legal and Commercial, **V8 Supercars Australia**

10.30 Morning tea

TELEVISION SPORT

11.00 **Improving innovation in sports broadcasting techniques at the ground level**

- How is innovation changing sports entertainment
- New ideas and innovative techniques of filming
- How innovation is pricing sports entertainment
- What are the technical requirements for broadcasters?

CONTENT SPONSORSHIP/BRANDING

11.30 **Interpreting brand funded content and how to approach a sponsorship or funding deal**

- Engaging with the sports content consumer: how, what, why and when
- Creating sponsorship value and brand opportunities in sports content and broadcasting
- Funding content: how would it work for my sport? The different models and approaches

Nicholas Goldsworthy, Business Development Manager, **IMG Media Australia**

SPORTS BRANDING

12.00 **ROUND TABLE FORUM: How does media coverage impact the sports brand and identity?**

- The role of media in repositioning the brand
- Breaking the exposure cycle – building a greater brand presence
- Protecting how the brand is used in media coverage
- Targeting sports broadcasting towards the niche market
- Using ambassadorship to endorse the brand

Mark Anderson, Chief Executive, **Hockey Australia**

Larry Sengstock, CEO, **Basketball Australia**

Kate Palmer, CEO, **Netball Australia**

12.30 Lunch

MEDIA COMMUNICATIONS

1.30 **Tips, tactics and strategies to increase engagement with your sport in a digital world**

- Strategies to enhance media planning and buying
- How to approach the media
- How to tell sell your story
- Creating a point of difference
- Utilising the digital media to increase reach

David Rogerson, Managing Director, **Strategic Media Solutions & Strategic New Media**

NEW MEDIA MARKETING

2.00 **Optimising the choice of media communication channels and a new approach to media negotiations**

- Identifying and evaluating new media channels
- Responding to changing demands in emerging media
- How viewers are using media to access sport
- Adapting to increased audience fragmentation

2.30 Afternoon tea

MOBILE TELEVISION

3.00 **Delivering the benefits of 3G wireless network coverage and targeting the consumer audience**

- The benefits of mobile TV, smart phones and other multimedia devices
- Tailoring mobile sporting content to effectively target the audience
- Using mobile technologies to build social networking communities through sport
- Mixing entertainment elements – social media tools

Tamzin Taylor, Senior Category Manager – Mobile TV & Entertainment, **Hutchison 3G**

DIGITAL RIGHTS MANAGEMENT

3.30 **Outlining the key legal considerations to content management in the digital media**

- Legal considerations in the digital media
- DRM technologies in sport
- Intellectual Property Rights framework
- Issues for patents, trademarks and design

Mark Bamford, Partner, **TressCox Lawyers**

4.00 Closing remarks from the chair

4.10 End of conference

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