

Games and Sports Focused Panels



<u>Shanghai to Siberia: Finding Gaming's Next Hotspot</u>	
<p><i>Thursday, March 17</i> <i>5:00PM – 6:00PM</i></p> <p><i>Austin Convention Center</i> <i>Room 5ABC</i> <i>531 E 4th St</i></p>	<p>IAB Member Company Speaker: Julia Ognieva, Strategic Partnerships Manager, Facebook (with Wargaming America, Ubisoft and CNBC/Fortune/Yahoo writer)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. What is the growth potential in areas like Russia, Latin America and China? 2. Is this demand new - or is it something that the industry has overlooked previously as it focused on the U.S. and Europe? 3. What risks are gaming companies possibly ignoring as they chase the big dollars in these markets?
<u>How Sports Can Slow Innovation</u>	
<p><i>Friday, March 11</i> <i>2:00PM – 3:00PM</i></p> <p><i>Four Seasons Ballroom AB</i> <i>98 San Jacinto Blvd</i></p>	<p>IAB Member Company Speaker: Mark McClusky, Head of Operations, WIRED (with Golden State Warriors and Australia Institute of Sport)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. As the pace of technological change accelerates, how will the sports world grapple with the tension between innovation and proven solutions? 2. What are the factors, from media partners to individual athletes to competitive balance, that tend to slow the adoption of new tech in sports? 3. Is slow adoption of new technology a bad thing for a sports organization? Are there competitive advantages to be gained by moving more quickly?
<u>Dude, Where's My Par? Making Virtual Reality Golf</u>	
<p><i>Friday, March 11</i> <i>2:00PM – 3:00PM</i></p> <p><i>Four Seasons Ballroom CD</i> <i>98 San Jacinto Blvd</i></p>	<p>IAB Member Company Speakers: Sloane Kelley, Exec Producer, PGA Tour (with Pixel Corps and Oculus VR)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. What makes golf ripe for virtual reality programming and what lessons in producing VR golf can be applied to other verticals? 2. How is VR production equipment changing, and what do those changes mean for the production of content in a variety of conditions indoors and outdoors? 3. How can augmented reality data effectively be layered within a virtual reality world?
<u>Virtual Football is the New Reality</u>	
<p><i>Friday, March 11</i> <i>3:30PM – 4:30PM</i></p> <p><i>Four Seasons Ballroom CD</i> <i>98 San Jacinto Blvd</i></p>	<p>IAB Member Company Speakers: George Schroeder, Nat'l College Football Writer, USA Today (with University of Arkansas and Strivr)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. How is VR being used to change the game in football? 2. How is VR being used in other sports? 3. And what are the possibilities of VR in sports?

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<u>League vs Player: The Battle Off the Field</u>	
<p><i>Saturday, March 12</i> 9:30AM – 10:30AM</p> <p><i>Four Seasons</i> <i>Ballroom CD</i> <i>98 San Jacinto Blvd</i></p>	<p>IAB Member Company Speaker: Andrew Brandt, NFL Analyst, ESPN/MMQB (with Tulane University Law School, KMM Sports and Gleason)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. What is the appropriate role for sports leagues in policing off-field misconduct of professional athletes? 2. Is off-field misconduct by professional athletes a "sports" issue or a societal problem? 3. What lessons have we learned from the recent battles between pro sports leagues/commissioners and their players?
<u>Content Creation and the Future of Sports TV</u>	
<p><i>Saturday, March 12</i> 9:30AM – 10:30AM</p> <p><i>Four Seasons</i> <i>Ballroom AB</i> <i>98 San Jacinto Blvd</i></p>	<p>IAB Member Company Speaker: George Barrios, Chief Strategy & Financial Officer, WWE; Robyn Peterson, CTO, Mashable, Inc.; Tara Maitra, Sr. VP & GM of Content & Media Sales, TiVo (with MLB)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. How do global sports and entertainment brands adapt to the shifting media consumption habits and platform preferences of their fan bases? 2. What affect does OTT/direct to consumer have on the pay TV ecosystem? 3. What's next for MLBAM as a service provider and will a possible spin-off change anything?
<u>@TwitterSports: The Power of Now</u>	
<p><i>Saturday, March 12</i> 11:00AM – 12:00PM</p> <p><i>Four Seasons</i> <i>Ballroom AB</i> <i>98 San Jacinto Blvd</i></p>	<p>IAB Member Company Speaker: Danny Keens, Head of Sports Partnerships – North America, Twitter; Sam Laird, Sports Reporter, Mashable Inc.</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> 1. What are the latest ways rights holders/tv broadcasters can engage fans with Twitter Video? 2. How should sports rights holders utilize Periscope? 3. Are there are any new Twitter innovations that benefit the sports industry?
<u>Trans Athletes: The New Frontier of Sports</u>	
<p><i>Saturday, March 12</i> 12:30PM – 1:30PM</p> <p><i>Four Seasons</i> <i>Ballroom CD</i> <i>98 San Jacinto Blvd</i></p>	<p>IAB Member Company Speaker: Christina Kahri, MLB Writer & Editor, ESPN.COM (with TransAthlete.com and Lurie Children's Hospital)</p> <p>Session will cover: Like marriage, it can't get much more intersectional: Sports are intergenerational and interracial, and the instinct to compete, play, enjoy or consume sports doesn't require much explanation. Yet we're still finding that Trans athletes of every age have no end of stumbling blocks erected in front of them. Sports have historically been a vehicle for acceptance across the differences between us. Can it fill that role for the Trans community, and LGBT community more widely, in the future?</p>

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Sports Media's Role in Shaping Social Justice

*Saturday, March 12
2:00PM – 3:00PM*

*Four Seasons
Ballroom CD
98 San Jacinto Blvd*

IAB Member Company Speaker:

Robert Klemko, Staff Writer, **Sports Illustrated/Time Inc.** (with Outsports and Independent Journalist)

Questions to be addressed:

1. How hard should sports journalists push athletes to talk about their perspectives on key social issues?
2. What one social-justice issue does the sports media have the strongest opportunity to affect in the next two years?
3. How do you balance your role as a writer or editor feeding sport-specific info to your audience, and your role as a columnist advocating a position?

How All Brands Can Win with Game Advertising

*Monday, March 14
12:30PM – 1:30PM*

*Hilton Austin
Downtown
Salon J
500 E 4th St*

IAB Member Company Speaker:

Susan Borst, Director of Industry Initiatives, **IAB**; Michael Flamberg, VP/GM, **Nielsen Games**; Peter Jonas, Head of North America Games & Mobile App Sales, **Facebook**; Kym Nelson, SVP/Sales, **Twitch**

Questions to be addressed:

1. Why is it time to dispel the myth that game advertising is only applicable for a young male target and how can all brands win with game advertising?
2. Why is the social aspect of gaming important, how does that differ by game type and what is the impact of the device on game play and advertising?
3. What kinds of advertisers are gravitating toward game advertising and what are some great game advertising examples?