

# SVG NEXT AI, XR, & BEYOND

NOVEMBER 13 • LOS ANGELES

## AGENDA

The Sports Video Group is excited to debut a brand new event for 2024 – SVG NEXT: AI, XR, and Beyond. On Nov. 13 at the Luxe Sunset Blvd. Hotel in Los Angeles, SVG will take attendees on an insightful journey into the future of the media and entertainment industry and how emerging technologies are expected to impact the sports-production community in the coming years. The program will delve deep into the transformative potential of cutting-edge technologies like Artificial Intelligence (AI), Extended Reality (XR), virtual production, real-time fan engagement tools, and other next-gen innovations. Join us for a full day of informational sessions, real-world case studies, and plenty of networking time with the industry leaders of tomorrow.

### WEDNESDAY, NOVEMBER 13 | *All Times Pacific*

**8:45 a.m. Registration Opens**

**9:30 – 10:00 a.m. Opening Presentation: TBD**

**10:00 – 10:05 a.m. Welcoming Remarks**

**10:05 – 10:25 a.m. Opening Keynote**

**10:25 – 11:05 a.m. What's Next: How Sports-Tech Innovation is Redefining Live Production and Fan Engagement**

Join visionary production leaders as they share their insights on the next generation of technology and fan experience. Learn how bleeding-edge technologies are expected to impact the sports-production community in the coming years and delve deep into the transformative potential of technologies like artificial intelligence (AI), extended reality (XR), virtual production, and more.

**11:05 – 11:35 a.m. Networking Break**

**11:35 – 11:50 a.m. SVG NEXT Spotlight: Real Talk on Artificial Intelligence**

An industry leader takes the stage to demystify the myths, allay the fears, and identify the benefits of AI across all forms of the creative production process.

**11:50 a.m. – 12:30 p.m. AI in Sports Production: Content Creation, Broadcasting, and Fan Engagement in the Age of AI**

AI is transforming every aspect of the content ecosystem. Discover how AI is making content creation more efficient, delivery more targeted, and consumption more personalized through practical AI applications and processes.

**12:30 – 12:45 p.m. Case Study Presentation**

**12:45 – 1:35 p.m. Networking Lunch**

**1:35 – 1:50 p.m. SVG NEXT Spotlight: Head-Mounted Displays**

Head-Mounted Displays have come a long way since their inception, and their current state reflects significant advancements in both technology and applications, but also challenges. Hear from an HMD trailblazer on what we've learned so far and how we can all navigate the space and create opportunities.

**1:50 – 2:30 p.m. Immersing the Fan: Creating Next-Level Immersive Experiences Through XR and Spatial Computing**

XR (Extended Reality) and spatial computing are transformative technologies that are redefining how we interact with both the physical and digital worlds. Experience and discover the process behind some of the most innovative XR and spatial-computing activations.

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## AGENDA CONTINUED

**2:30 - 2:45 p.m. Case Study Presentation**

**2:45 - 3:05 p.m. Networking Break**

**3:05 - 3:25 p.m. SVG NEXT Spotlight: Taking Virtual Production to New Heights**

As virtual production continues to revolutionize the entertainment industry, its impact on sports is becoming increasingly profound. A major sports broadcaster will offer a deep dive into how they created one of the most groundbreaking virtual studio environments the industry has ever seen.

**3:25 - 4:05 p.m. Virtual Production: Demystifying the Latest Tools, Technologies, and Trends**

Discover the innovative blend of LED stages, Unreal Engine, XR multicam technology, and dynamic real-time graphics to support your live-action productions. Virtual production has already been a gamechanger for the industry, but with its growth comes a wave of new tools, technologies, and methodologies that can be overwhelming to navigate. This panel is designed to cut through the complexity and offer a clear overview of the latest advancements in virtual production.

**4:05 - 4:25 p.m. SVG NEXT Spotlight: How Immersive Venues Take Fans Beyond the Front Row**

Through their combination of state-of-the-art venues, innovative display technology, and advanced production software, hear how immersive venues are redefining the guest experience.

**4:25 - 5:00 p.m. Larger-Than-Life Live Sports Viewing: Re-imagining the Location-Based Experience**

As the demand for immersive and communal sports viewing experiences grows, location-based entertainment is evolving to offer fans something far beyond the traditional watch party. From the state-of-the-art permanent and pop-up venues to the expansive virtual worlds fueled by XR, hear how the location-based is being redefined and transformed into one of the most exciting and engaging forms of entertainment.

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## SPONSORSHIP OPPORTUNITIES

### TITLE | \$10,000 • 1 available

- Welcoming remarks
- Executive on panel
- Exclusive lunch sponsor
- Post-event attendee list
- Literature distribution
- Video Interview
- Four (4) additional registrations
- Two-Page Spread print ad (full color) in event program
- Logo exposure in event program, email promotions, website, on-demand & signage (physical/digital)

### DIAMOND | \$7,000 • Based on availability

- Executive on panel
- Three (3) additional registrations
- Full-page color ad in event program
- Logo exposure in event program, email promotions, website, on-demand, and signage (physical/digital)
- Literature distribution
- Post-event attendee list

### CASE STUDY | \$6,500 • Based on availability

- 15 minute informational case study (subject to editorial approval)
- Two (2) additional registrations
- Half-page color ad in event program
- Logo exposure in event program, email promotions, website, on-demand, and signage (physical/digital)
- Literature distribution
- Post-event attendee list

### REGISTRATION TABLE | \$3,500 • 1 available

- Your company logo on registration table signage
- One (1) additional registration
- Logo exposure in event program, email promotions, website, on-demand, and signage (physical/digital)
- Literature distribution
- Post-event attendee list

### SESSION | \$4,000 • Based on availability

- 2 minute session introduction with company logo on screen during panel
- One (1) additional registration
- Logo exposure in event program, email promotions, website, on-demand, and signage (physical/digital)
- Literature distribution
- Post-event attendee list

### NETWORKING BREAK | \$3,000

- Networking Break co-sponsor; logo on break signage
- Logo exposure in event program, email promotions, website, on-demand, and signage (physical/digital)
- Literature distribution
- Post-event attendee list

### LANYARD | \$4,500 • 1 available

- Your company logo on attendee lanyard (SVG produces)
- One (1) additional registration
- Logo exposure in event program, email promotions, website, on-demand, and signage (physical/digital)
- Literature distribution
- Post-event attendee list

### BADGE | \$4,500 • 1 available

- Your company logo on front and back of attendee badge
- One (1) additional registration
- Logo exposure in event program, email promotions, website, on-demand, and signage (physical/digital)
- Literature distribution
- Post-event attendee list

### SIZZLE REEL VIDEO | \$2,500

- 30-60 second sizzle reel video (runs once)  
**SPECS:** 720p/59.94 H.264 .mp4/.mov files
- Logo exposure in event program, email promotions, website, on-demand, and signage (physical/digital)
- Post-event attendee list

### EVENT PRINT PROGRAM OPTIONS

Full-Page Ad: \$1,500  
Half-Page Ad: \$1,000

### FOR MORE INFORMATION, CONTACT:

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[www.sportsvideo.org/events](http://www.sportsvideo.org/events)