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new media sportscasting

## New Media Sportscasting Summit 2007

March 1st, 2007 Emirates Stadium, London

Following the success of our inaugural New Media Sportscasting Summit in 2006, Servecast will host their second conference addressing the key issues of New Media Sportscasting in the Emirates Stadium, London on March 1st 2007. This one day conference and workshop will further explore New Media revenue-generating opportunities and business models for the Sports Industry.

Last year's attendees included:

Liverpool FC • Chelsea FC • Everton FC • Borussia Dortmund FC • Canadian Football League • Sky Sports  
BBC Sport • Setanta Sports • Viasat • Sport Five • Global Sportnet • Audio Visual Sports • Eurosport  
At The Races • NASN • RTE • Google Video • Rugby Football League • Aura Sports • Vodafone • Zamano  
Verizon Business Real Networks • Sky Bet • Tote • Horse Racing Ireland • Irish Greyhound Board • Rippleffect

### Objective:

The objective of the Summit is to provide a forum for those involved in new-media sportscasting, to learn and share knowledge that will increase their commercial effectiveness and get an understanding of emerging best practice both commercial and technical. The Summit will facilitate business networking between sports clubs and bodies, sports broadcasters, syndication partners, ISPs, and 3G service providers.

### Conference Chair – Kevin Roberts

Kevin Roberts is the Editorial Director of Sport Business International. He has chaired and spoken at numerous international sport business conferences such as Sportel & the FT Sports Marketing Conference. He is a regular media spokesman on sport sector issues, including a weekly spot on CNBC's Morning Reports and has written for a range of national and international publications relating to the business of sport.

### Keynote Speakers:

**FC Barcelona** - Omar Berrada, Media Business Development Manager  
**Arsenal FC** - Richard Glover, Head of Operations  
**Google Video** - Patrick Walker, Head of Content Partnerships  
**Everton FC** - Mark Rowan, Head of Communications  
**Setanta Sports** - Rhys Beer, Head of Broadband  
**Betfair** - Martyn Holman, Director New Ventures

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## Format and Agenda:

The New Media Sportscasting Summit 2007 is a unique one-day event that will provide an excellent opportunity for delegates to participate in a challenging and thought-provoking debate on the latest developments in new media for sport. Through a series of presentations and facilitated discussion we will address all of the key management, delivery and promotion issues facing sports bodies, broadcasters and rights holders in respect to their broadband and mobile strategies. Keynote speakers and panellists include top names from international soccer, leading sports broadcasters, sports federations, new media operators and international sports agencies. The presentations and panel discussions will be focused on different groups within the industry such as soccer clubs, sports broadcasters, smaller and minority sports, online betting agents and video search engines.

### The following key topics will be addressed at this year's conference:

- Commercial models for soccer clubs.
- Broadband opportunities for sports broadcasters.
- Building an online audience for minority sports.
- The relationship between Online Gambling and New Media Sportscasting.
- Maximising the consumer relationship with video search engines.

## Who should attend?

The event is aimed at:

Soccer Clubs • Sports TV Broadcasters • Sport Federations • Sports rights marketing organisations  
Online Advertisers • Betting Agents •

As places are restricted to invitees, please register your interest through Servecast.

## Date and Venue

The Conference will take place on March 1st 2007 in the Emirates Stadium, London

## Cost

This is a non-profit event. Venue costs and facilities will be apportioned pro-rata between attendees. Preferential accommodation rate for delegates will be offered at nearby hotels.

## Testimonials

*"I had a very good time indeed and found it very interesting. I hope it does become an annual event where organisations such as the ones represented can get together and share learning's and grow our respective products and services. Well done to Servecast for putting it together."*

**Ravin Fernando, Chelsea FC**

*"The Sportscasting Summit was a great success, mainly because of the quality of its organisation. Congratulations! I really enjoyed the presentations. The companies and the speakers were among the best in their category and their experience will be very useful for many of the delegates, including us."*

**Laurent Boissonas, Sporever**

## Contact

For more information on attending this event and to reserve your place, please contact:

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