

Draft Agenda - Detailed

The Sports Rights Forum 2017

*A commercial and legal guide to the latest developments in media rights,
sponsorship and finance in sport*

Thursday 15th June – London, UK

8.15 Registration and coffee

9.05 Introductory remarks

9.15 Television and sports media rights – the latest contracts, partnerships, trends and developments

Jochen Lösch, CEO, MP & Silva

Simon Drake, Managing Director – Business Affairs, UEFA

Stephen Ridgway, Head Counsel, Sky Sports

Andrew Ryan, Head of Media Legal & Business Affairs, IOC Television & Marketing Services

Moderator: Jörg von Appen, Partner, Jens Legal

- How is Brexit likely to affect the sports broadcasting space?
- What are the latest trends in the diversification of sports rights?
 - how are different sports packaging their rights?
 - how are rights being traded?
- What are the agency trends to be aware of?
- What major contracts have been concluded between broadcasters and major corporate sponsors in the past twelve months?
 - who are the main players in the bidding process at the current time?
 - who is winning and why?
- How can you best extract value from your sports broadcasting rights currently?
 - what are the strategic considerations to bear in mind when deciding what to do with broadcasting rights?
- How will the market develop over the next 12 months?
- Regulation now – to what extent can you satisfy the regulatory requirements while also extracting value from rights?

10.15 Digital disruption or a perfect match - the latest on the relationship between broadcasters and social platforms

Alex Slade, Head of Legal, Sport, BT

Dan McLaren, Founder, Digital Sport

Moderator: Nick Fitzpatrick, Partner, DLA Piper

- To what extent are they proving to be mutually beneficial?
- Is a broadcaster's social media strategy now a key consideration for rights holders when awarding contracts?

- Is the growth in live streaming on social media a threat to broadcasters?
 - is the NFL/Twitter deal the future and what does it mean for broadcasters?

11.00 Morning refreshments

11.10 How can sports leagues and federations best exploit their data?

David Lampitt, Managing Director – Group Operations, **SportRadar**

Warren Phelops, Global Head of Sports, **Media & Entertainment, K&L Gates**

- What data is considered the most valuable to rights holders and sponsors?
- Who is willing to pay for your data?
- Is data becoming commoditised?
- How is the landscape for data deals in sport evolving?
- How can data be protected, and do data “rights” really exist?
- What sort of data is generated by events?
- What’s the difference between data for the betting market and data for media companies?
- Are there integrity risks with making more data available to the betting market?
- What does the future hold? Innovation and new use-cases for your data?

11.45 Image rights and celebrity endorsement contracts– key insights for the in-house lawyer

Richard Millington, Partner, **Shoosmiths**

- Clarifying the distinction between sponsorship and endorsement
- Third party ownership – the current issues to be aware of
- What problems do international tournaments pose for sponsors so far as the exploitation of image rights is concerned?
- What bonus structures and other incentives to encourage sporting success can be put in place?
- What contractual and other mechanisms can the brand/product owner put in place to control the relationship with the successful sports star?
- How to minimise the negative impact on the brand?
 - is it protection enough to distinguish between the sports star in their public capacity and in their private capacity
 - media strategies to adopt in the face of adverse publicity

12.10 Essential strategies for maximising revenues and value from sponsorship

Kevin Groome, Vice President, Legal & Business Affairs, **IOC Television & Marketing Services**

Richard Crabb, Senior Legal Counsel and Global Head of Legal – Sponsorship & Communications, **HSBC**

James Stebbing, Senior Legal Counsel, **Rugby Football Union (RFU)**

Moderator: Michael Lister, Partner, **Harbottle & Lewis**

- How can rights holders make themselves more attractive to sponsors?
- How is sports sponsorship being ‘reshaped’ for the future?
- Where is sponsorship coming from and what are rights holders looking for in their sponsorship terms?
- Major sponsors
 - where are they putting their budgets?
 - what are their contractual expectations?
 - what are their priorities and what are they looking to get out of the deal?
 - To what extent do sponsors want original content in their deals with broadcasters?
 - How valuable is original content to sponsors?
 - what are they cutting down on?
- Revocation clauses

1.05 Networking Lunch

2.10 Commercialising Sport & Major Events

James Massing, Sales, International Sponsorship Group, **National Football League (NFL)**

Saeran Ramaya, General Counsel, **Ladies European Tour (LET)**

Alex Kelham, Partner, **Lewis Silkin**

Commercialising sport – an essential guide to growing participation, profile and revenues

- What innovative strategies can rights holders adopt to increase revenues?
- Key contracts to focus on and what realistically can be achieved

Expert insights into the bidding, hosting and delivery of major sporting events

- Recent changes in the bidding process for major events
- Current issues related to:
 - hosting and staging agreements
 - participation agreements for teams, players and athletes
 - venue hire agreements
 - ticketing issues and terms and conditions
 - the role of insurance and risk management
 - media management/accreditation issues and the disputes that can arise
- Structuring commercial rights programmes for major events: tips on dealing with broadcasters, sponsors, suppliers, licensees, other commercial partners
- How to maximise the return on investment for stakeholders of major events

3.10 Afternoon Refreshments

3.25 Finance and investment in sport

Marc Watson, Executive Chairman, **Aser Media***

- Who is putting money into sport and what returns are they looking for?
 - Chinese investment funds
- Analysing the reasons why so many clubs are being bought by investors

3.50 Understanding eSports – a strategic and commercial guide

James Dean, Co-Managing Director, **ESL UK**

Malph Minns, Managing Director, **Strive Sponsorship**

Jon Tilbury, Esports Strategy Manager, **GAME**

Moderator: Andrew Nixon, Partner and Head of Sport, **Sheridans**

- What strategies and techniques should you be aware of when dealing with:
 - the athlete; and
 - the league
- How does the esports athlete profile differ from traditional sports and what problems does this pose for rights holders and sponsors?
- What are the key lessons esports should look to learn from traditional sports?
- How will new sporting formats fit within the regulatory framework?
- What are the best strategies to adopt to maximise value from esports rights?
 - How valuable are in-game purchases
- Where are the commercial opportunities for brands?
- The esports sponsor profile and how it differs from the sponsors of traditional sports?
- Analysing the role of esports publishers

4.50 Closing remarks and conference ends

*Subject to final confirmation