



# SPORTGLOBAL EVENTS

## THE SPORTS RIGHTS FORUM 2017 THURSDAY 15<sup>TH</sup> JUNE — LONDON, UK

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

### HEAR FROM THE EXPERTS, INCLUDING:

- MP & Silva
- UEFA
- IOC Television & Marketing Services
- BT Sport
- Sky Sports
- Rugby Football Union (RFU)
- National Football League (NFL)
- HSBC
- Ladies European Tour (LET)
- Sportradar

## HEAR FROM SPORTS RIGHTS INDUSTRY LEADERS ON:

- The latest contracts, partnerships, trends and developments in television and sports media rights
- Digital disruption or a perfect match – exploring the relationship between broadcasters and social platforms
- How sports leagues and federations can best exploit their data
- How to maximise revenues and value from sponsorship
- Commercialising sport – an essential guide to growing participation, profile and revenues
- Finance and investment in sport

## YOU WILL ALSO BENEFIT FROM:

A television and sports media rights roundtable featuring  
**MP & Silva, UEFA,  
Sky Sports and the IOC**

A strategic and commercial guide to eSports

## WHY YOU SHOULD ATTEND

With global sports market revenues in the region of €150 billion a year, sport is undoubtedly big business. While the commercial opportunities available to those at the forefront of sports business show no sign of diminishing even in these times of uncertainty, it is also true that the sports market is changing rapidly.

Social platforms such as YouTube, Twitter and Facebook, many of whom have a reputation for disruption, have entered the sports market, sports data is an increasingly important revenue stream, and developments in eSports are changing the sports landscape significantly.

By attending, you will hear from industry leaders MP & Silva, UEFA, BT Sport, Sky Sports, HSBC, the Ladies European Tour, the IOC, the RFU, the NFL and many others on the hottest topics affecting sports rights today, including:

- Whether mainstream broadcasters should be concerned at the potential competition posed by the new social media entrants, or excited at the possibilities for partnerships and engagement with new customers and market participants that these new players bring with them
- How sports leagues and federations can best exploit their data
- What sports can do to grow their profile, participation and revenues
- How eSports is changing the sports business landscape, and where the opportunities lie

No other event currently provides such sole and extensive coverage of the commercial and legal rights issues affecting sport. The Sports Rights Forum 2017 will be a one-stop shop for all of the sports rights issues that sports contract negotiators and commercial lawyers need to be concerned with.

It will also - both in terms of speakers and content - be truly international in scope, appealing to those from the UK and Europe, the US, the Middle East and Asia.

Whether you are a rights holder, broadcaster, sponsor, lawyer or investor, this new event is one that you cannot afford to miss.

# AGENDA

(as at 15th May - see website for full session detail and updates)

TIME	
08:15 am	Registration and coffee
09:05 am	Chair's introductory remarks
09:15 am	<p>Television and sports media rights – the latest contracts, partnerships, trends and developments</p> <ul style="list-style-type: none"><li>▣ <b>Jochen Lösch</b>, CEO, MP &amp; Silva</li><li>▣ <b>Simon Drake</b>, Managing Director - Business Affairs, UEFA</li><li>▣ <b>Andrew Ryan</b>, Head of Media Legal &amp; Business Affairs, IOC Television &amp; Marketing Services</li><li>▣ <b>Stephen Ridgway</b>, Head Counsel, Sky Sports</li><li>▣ <b>Moderator: Jörg von Appen</b>, Partner, von appen   jens legal</li></ul>
10:10 am	<p>Digital disruption or a perfect match? The latest on the relationship between broadcasters and social platforms</p> <ul style="list-style-type: none"><li>▣ <b>Alex Slade</b>, Head of Legal, Sport, BT</li><li>▣ <b>Jerry Newman</b>, Sport Partnership Lead - EMEA, Facebook*</li><li>▣ <b>Stephen Nuttall</b>, Senior Director, YouTube EMEA*</li><li>▣ <b>Moderator: Nick Fitzpatrick</b>, Partner, DLA Piper</li></ul>
10:55 am	Morning refreshments
11:10 am	<p>How can sports leagues and federations best exploit their data?</p> <ul style="list-style-type: none"><li>▣ <b>David Lampitt</b>, Managing Director – Group Operations, Sportradar</li><li>▣ <b>Steven Burton</b>, Managing Director, Genius Sports*</li><li>▣ <b>Warren Phelops</b>, Partner &amp; Global Head of Sports, K&amp;L Gates</li></ul>
11:45 am	<p>Image rights and celebrity endorsement contracts – key insights for the in-house lawyer</p> <ul style="list-style-type: none"><li>▣ <b>Oliver Hunt</b>, Founding Partner, onside law* [Additional speaker(s) to be invited]</li></ul>



# AGENDA

(as at 15th May - see website for full session detail and updates)

TIME	
12:15 pm	<p>Essential strategies for maximising revenues and value from sponsorship</p> <ul style="list-style-type: none"><li>▣ <b>Richard Masters</b>, Managing Director, Premier League*</li><li>▣ <b>Kevin Groome</b>, Vice President, Legal &amp; Business Affairs, IOC Television &amp; Marketing Services</li><li>▣ <b>Richard Crabb</b>, Senior Legal Counsel and Global Head of Legal Sponsorship &amp; Communications, HSBC</li><li>▣ <b>James Stebbing</b>, Senior Legal Counsel, Rugby Football Union</li><li>▣ <b>Moderator: Andy Korman</b>, Partner, Harbottle &amp; Lewis</li></ul>
01:00 pm	<p>Networking lunch</p>
02:00 pm	<p>Commercialising sport – an essential guide to growing participation, profile and revenues</p> <ul style="list-style-type: none"><li>▣ <b>Mike Townley</b>, General Legal Counsel, International Paralympic Committee*</li><li>▣ <b>James Massing</b>, Sales, International Sponsorship Group, National Football League (NFL)</li><li>▣ <b>Saeran Ramaya</b>, General Counsel, Ladies European Tour (LET)</li></ul>
02:40 pm	<p>Expert insights into the bidding, hosting and delivery of major sporting events</p>
03:20 pm	<p>Afternoon refreshments</p>
03:35 pm	<p>Finance and investment in sport</p> <ul style="list-style-type: none"><li>▣ <b>Marc Watson</b>, Executive Chairman, Aser Media* [Additional speakers to be invited/confirmed]</li></ul>
04:10 pm	<p>Understanding eSports – a strategic and commercial guide</p> <ul style="list-style-type: none"><li>▣ <b>Andrew Nixon</b>, Partner &amp; Head of Sport, Sheridans</li><li>▣ <b>James Dean</b>, UK Co-Managing Director, ESL</li><li>▣ <b>Malph Minns</b>, Managing Director, Strive Sponsorship [Additional speakers to be confirmed]</li></ul>
05:10 pm	<p>Chair's closing remarks and conference ends</p>

\*subject to confirmation

To register, visit [www.sportglobalevents.com](http://www.sportglobalevents.com)