

AUSTRALIASUMMIT

EVENT PROGRAMME & SPONSORSHIP INFORMATION

PROGRAMME

10:45 - 11:30 | Registration and Coffee

11:30 - 11:35 | Welcoming Remarks by Telstra

11:35 - 12:30 | Roundtable: What's Next in Fan Engagement?

Technology continues to become a bigger part of every sports channel, league and federation. Leaders in Australian discuss the latest steps being taken to engage with fans in new ways as digital technologies continue to evolve.

12:30 - 12:45 | Telstra Case Study

12:45 - 14:00 | Networking Lunch

14:00 - 14:40 | The FAST Channel Revolution

Traditional linear TV viewing was thought to be a thing of the past but the rise of FAST (Free Ad-Supported Streaming) Channels are giving new life to linear viewing. Experts discuss how to launch a FAST channel, how to find success, and why it's something everyone from clubs to leagues to channels should be investigating.

14:40 - 15:00 | Case Study

15:00 - 15:45 | Australian Women's Sports Post 2024 World Cup: What's Next?

The 2024 Women's World Cup resonated with sports fans around the world. Did the event permanently move the needle in terms of the popularity and growth of women's sports? What has been the ripple effect and what does the industry need to do to continue the momentum?

15:45 - 16:10 | Networking Break

16:10 - 16:50 | How Generative Ai and The Cloud Could Change Everything

The use of both public and private cloud computing is opening up new ways to produce live sports content and when coupled with generative Ai the potential is limitless. What are some of the recent advances that are making cloud production and generative Ai closer to becoming more widespread.

16:50 - 17:05 | Case Study

17:05 - 17:30 | Olympic Preview

17:30 - 19:00 | Networking Reception

SPONSOR INFO

CASE STUDY PRESENTATION | \$6,000 | Based on Availability

- 10-12 min. with slides and/or video
- Logo exposure on event signage and slides
- Logo exposure in email promotions and website
- Logo exposure in program
- Post-event registration list

GOLD | \$5,000 | Based on Availability

- Includes a panel spot
- Logo exposure on event signage and slides
- Logo exposure in email promotions and website
- Logo exposure in program
- Post-event registration list

NETWORKING BREAK | \$3,000 | 2 Available

- Sponsor of the Networking Break
- Logo exposure on event signage and slides
- Logo exposure in email promotions and website
- Logo exposure in program
- Post-event registration list

To activate a sponsorship, contact:

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