

## PRESS RELEASE

# SPORTEL MIAMI 2025 THE GLOBAL HUB FOR SPORTS MEDIA AND TECH

*Monaco, 27 February 2025*

The **2025 SPORTEL season** is officially underway! Kicking off the year's events, **SPORTEL returns to Miami on April 1-2, 2025**, with an enhanced marketplace and an expanded conference summit, uniting the global sports media and tech industry, for two days of high-impact networking, deal-making, and cutting-edge insights. Hosted at the prestigious **JW Marriott Miami**, in the heart of Brickell's vibrant waterfront and financial district, SPORTEL reaffirms Miami's role as a premier sports business hub.

## MIAMI: A BOOMING SPORTS BUSINESS DESTINATION

Strategically located at the crossroads of **North America, Latin America, and Europe**, **Miami** has become a prime destination for businesses looking to expand across these dynamic markets. The city is also set to host some of the world's biggest sporting events in the coming years, including, Nascar Cup Series, F1 Miami Grand Prix and FIFA World Cup 2026. These high-profile events, combined with Miami's growing sports tech ecosystem, further solidify its reputation as a key hub for sports business and innovation.

## A THRIVING MARKETPLACE

Over two days, SPORTEL Miami will gather leading **media rights holders, TV networks, streaming platforms, and sports tech companies**. Participants will include **BEIN MEDIA GROUP, CAA ELEVEN, CARACOL TV, DAZN, DFB, FIFA, FIGHT SPORTS, FORMULA E, GLOBO, GREENFLY, HARMONIC, IKO MG, IMG, INFRONT, LFP MEDIA, MAJOR LEAGUE BASEBALL, MATCHROOM, MEDIAPRO, MULTI TV, NBA, PREMIER LEAGUE, PROTOCOL SPORTS, SPECTATR, SPORTFORIA, TERADEK, TWO CIRCLES, VERITONE, VIVARO, WBD SPORTS, WORLD RUGBY, WPT ENTERPRISES**, and many more.

To maximise visibility and ROI, SPORTEL offers **all-inclusive packages** combining **speaking opportunities, exhibition space, and sponsorship activations**, providing an exclusive platform for companies to **showcase their expertise** and connect with key decision-makers.

Check out the participant list: <https://www.sportelamerica.com/participant-list>

## CONFERENCE SUMMIT: A VISIONARY PROGRAMME

The SPORTEL community will be able to enhance its experience with **an innovative Conference Summit** offering a dynamic lineup of Masterclasses, Keynotes, and Presentations designed to expand knowledge, inspire action and foster meaningful connections. With the rapid evolution of sports media and technology, this year's summit will tackle the industry's biggest challenges and opportunities, including **the US as a media hub for major sporting events, Generative AI, Live Sports Streaming, Sponsorship, Fan Engagement, and the expansion of European Football Leagues in the US.**

Confirmed Speakers include:

- Janelle Prieto, FIFA World Cup 26 Miami Host Committee
- Esmeralda Negron, DAZN
- Shawne Merriman, LIGHTS OUT
- Dom Hayes, WORLD RUGBY
- Lowell Conn, PROTOCOL SPORTS
- David Labrune, LFP MEDIA
- Eduardo Arias, PARAMOUNT/PLUTO TV
- Shifa Garg, SPECTATR
- Vikash Samota, MULTITV
- Nicolas Garcia Hemme, LALIGA NORTH AMERICA
- Yannick Ramcke, ONEFOOTBALL
- Ethan Podell, GREENFLY
- Greg Maratea, IRON MOUNTAIN
- Mat Ratner, GREATER MIAMI CONVENTION & VISITORS BUREAU
- HARMONIC, VIVARO, with more speakers to be announced...

Explore the full programme: <https://www.sportelamerica.com/programme>

*« We are thrilled to return to Miami, SPORTEL America's historic home, where the potential for growth in the sports business sector is immense. In the coming years, Miami will host numerous national and international sporting events, further cementing its status as a global sports hub. SPORTEL Miami will be a unique opportunity for our community to meet and connect with sports media and tech decision-makers from across the Americas and beyond,»* explains **Agnes Marsan**, Executive Director of SPORTEL Miami.

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