



SPOTLIGHT ON ARGENTINA: MAKE A RENDEZ-VOUS FOR SPORTEL'S CONFERENCE SUMMIT IN BUENOS AIRES

Exploring the gateway to LATAM - the real land of opportunity for the sports business and tech community

Monaco, Thursday 2nd May 2024

The scene is set for a passionate tango of Sports business talks and meetings in just under two-weeks time, when **SPORTEL Rendez-vous Buenos Aires**, will welcome a host of new dynamic executive and innovative companies for the first event in the renowned capital of **Argentina**.

Produced by the world's leading event organiser for sports media, broadcast and technology, the international market and conference summit is taking place from **14 – 15 May** at the stunning **Hilton Buenos Aires** in collaboration with expert regional event partners from the sports and entertainment industry including **J & S EG, Lions Sports & Media and ProEnter**.

Now an established fixture at all SPORTEL markets, **the Conference Summit at SPEAKERS CORNER POWERED BY TNT SPORTS**, with its easy access within the market for attendees to drop by, will enjoy topical Masterclasses, Keynotes and Presentation sessions throughout the two-day event.

Topics will cover, new trends in streaming and digital content, to new evolutions in regional football, the global powerhouse of MMA, how AI is shaping the future of sports, LATAM as a hub for the pioneers of sports production, opportunities for in-play sports betting, to the boom in women's sports, event ticketing, fan engagement and more. Featuring a stellar speaker line up of decision makers and technology disruptors, a melting pot of international cultures, spanning not only North, South and Central America will also join from Europe and beyond.

And now the programme...

TUESDAY 14 MAY

Day 1 will kick off on a high note, with a special opening address and welcome from the **Comité Olimpico Argentino** President, Mario Moccia. The scene will then be set with the opening panel featuring international heavyweights, **Bundesliga International** (Robin Austermann), **NBA** (Arnon de Mello) and **IMG** (Guillermo Santa-Cruz), in collaboration with and moderated by the leading sports industry media, **SportBusiness** (Callum McCarthy). The panel will dive into how "**Latin America: The Real Land of Opportunity**" has long been a land of promise and untapped potential for global rights holders, media groups and agencies, especially as the growth of European and US sports media rights markets begins to slow.

Next up the **Professional Fighters League** (James Frewin) will share insights around how the **“PFL has created a global MMA Powerhouse”** and reshaped the sport and their remarkable growth trajectory. Following on a presentation by **Harmonic, Inc.** (Leonardo Rombola) and the first AI nod of the programme will present:

“AI & Targeted Ads in Sports Content: Enhancing Engagement & Revenue” to heighten fan engagement and maximise revenues.

Next up the second panel led by **SportBusiness** (Callum McCarthy), will explore **“Reaching a New Generation: Trends in Streaming & Digital Content”**, featuring platforms and innovators including **Fanatiz** (Juan Buscaglione), **Protocol Sports Marketing** (Lowell Conn), **Sportian** (Gonzalo Luthard) and **CSN-Content Creator Network** (Barrick Prince), who will illustrate how the growth of digital-only businesses are clearly charting the sports media industry’s future.

Following the lunch break, it’s down to some more serious AI talk: **“AI Shaping the Future of Sports: A New Era of Creativity & Innovation”**, with a stellar expert lineup, **WSC Sports** (Felipe Cabrera), **Supponor** (Massimo Magri) and **Stats Perform** (Igacio Iturraspe) and moderated in collaboration with **Sports Value** (Amir Somoggi)/

Start-up **BIZID** (Facundo Pardo) will present **“BRS – Behavioral Recognition System”** an innovative platform for psychological and sociological analysis for the sports industry. Next up, the global company dedicated to the management and commercialization of sports rights, **1190 sports**, will host a panel (Hernán Donnari, Julio Gianella) plus special guest **Club Sporting Cristal** (Joel Raffo) around **“The Collaborative Model that is Changing the Landscape of Peruvian Football”**.

The final Masterclass of the day: **“Pioneers of Production for Major Sporting Events”**, will feature global as well as regional heavyweight, **MediaPro** (José D’Amato), who will be joined by **Panam Sports** (Michael Muller) who as host broadcast and production teams, will share feedback from some of the region’s major sporting events including the Panam & Parapan Games, Copa Sudamericana among others.

As a spectacular finale to the day’s sessions and a firm SPORTEL favourite, Javier Tebas, **LALIGA**’s legendary President, will deliver a **keynote** address and interview around the latest from **LALIGA**. Be sure not to miss this enlightening session!

WEDNESDAY 15 MAY

Kicking off day two, the spotlight will shine on the Masterclass, **“New Markets for In Play Sports Betting – Opportunities & Challenges”** addressing the escalation of sports betting in the US, but also how LATAM offers an attractive market, although with regulators still treading with caution in some areas.

Next up is **Telemétrico** (Adrien Puente), which he presents on **Fox Sports Argentina** and specialized in Formula 1, focusing on the analysis of the invisible aspects of the sport. This will be followed by a presentation by **TNT Sports** (Gustavo Minaker), who will share insights into this global leader in the delivery of premium sports content.

Switching to ticketing **ImPLY** (Tironi Paz Ortiz) and **ElevenTickets** (Cesar Sbrighi), will share how they are **“Sharing the Future Experiences in Sports”** and fan engagement. Continuing the stadium theme, with a new twist, **FanXp** (Ariel Servetti) will present **“Modernization & Monetization of Stadiums with Betting Companies”** and how stadium owners can partner with betting houses to increase revenues.

The final Masterclass of the day will end on an explosive note! In collaboration with **TNT Sports** and joined by **THE WOMEN’S CUP**, CEO (John P Reynal) with more speakers to be announced. The **“Boom in Women’s Sports: From Viewership to Commercial Properties”** will explore how men as well as women are investing in women’s sports both regionally and globally alongside established organizations and how this is panning out in a culturally diverse and immense region such as the Americas. How does women’s sport in LATAM compare with the USA and Europe for opportunities for growth and will there be more convergences?

To close the Conference Summit on an innovative and entertaining note, a selection of SPORTEl newcomers will join the **“Pitch Perfect”** quick fire session to present their solutions or creative business models in front of the international jury and participants to see who will be crowned the Perfect Pitcher!

Conference sessions will be in English or Spanish with simultaneous translation available.

More information on the programme : <https://www.sportelamerica.com/programme>
and speaker updates: <https://www.sportelamerica.com/speakers>

- Press Registration: https://press.mysportel.com/wizard/step_1