














MONDAY 14 MARCH • DAY1

MARKET	INTERNATIONAL SPORTS MARKET & SUMMIT DAY 1 8:00 AM - 6:00 PM	
NETWORKING	BREAKFAST 8:00 AM - 9:30 AM * F&B STATION	
LOUNGE	ELCLÁSICO LOUNGE BY LALIGA 8:00 AM-6:30 PM	
LOUNGE	BAL HARBOUR LOUNGE BY SNAPSCREEN 8:00 AM-6:30 PM	
CONFERENCE	WELCOME & INTRODUCTION 9:15 AM - 9:30 AM	
CONFERENCE	A FIRESIDE CHAT WITH PFL & TORNEOS 9:30 AM - 10:15 AM	
MASTERCLASS	ENHANCING THE BROADCAST EXPERIENCE TO CAPTURE & KEEP AUDIENCES 10:15 AM - 11:00 AM	
NETWORKING	KERO SPORTS COFFEE BREAK 11:00 AM - 11:30 AM * BAL HARBOUR LOUNGE	
MASTERCLASS	HOW CULTURE & DIVERSITY IS SHIFTING THE DIRECTION OF SPORTS MEDIA 11:30 AM - 12:00 PM	
CONFERENCE	A BROADCAST FOR EVERYONE AND ANYONE 12:10 PM - 12:30 PM	
NETWORKING	TRANSMIT NETWORKING LUNCH 12:30 PM - 2:00 PM * F&B STATION	
MASTERCLASS	OTT & NETWORK GIANTS EXPANDING THE AUDIENCE REACH 2:00 PM - 2:45 PM	
CONFERENCE	THE NEW WORLD OF CONNECTED SPORTS 2:50 PM - 3:10 PM	
LOUNGE	LALIGA COFFEE BREAK - ELCLÁSICO LOUNGE BY LALIGA 3:15 PM - 3:45 PM	
MASTERCLASS	WHAT'S NEXT FOR SOCCER IN THE US? 3:45 PM - 4:30 PM	
NETWORKING	TELSTRA HAPPY HOUR 5:30 PM - 6:30 PM * BAL HARBOUR LOUNGE	

TUESDAY 15 MARCH • DAY2



SPORTEL RUN: ON YOUR MARKS. GO!
07:30 AM - 08:00 AM

MARKET	INTERNATIONAL SPORTS MARKET & SUMMIT DAY 2 8:00 AM - 5:00 PM	
NETWORKING	BREAKFAST 8:00 AM - 9:30 AM * F&B STATION	
LOUNGE	ELCLÁSICO LOUNGE BY LALIGA 8:00 AM - 5:00 PM	
LOUNGE	BAL HARBOUR LOUNGE BY SNAPSCREEN 8:00 AM - 5:00 PM	
MASTERCLASS	NAVIGATING THE US SPORTS BETTING MARKET 9:30 AM - 10:15 AM	
CONFERENCE	HOW TO START A PREMIUM LIVE SPORT MULTI-SCREEN MEDIA IN ONLY A FEW WEEKS 10:20 AM - 10:40 AM	
NETWORKING	COFFEE BREAK 10:45 AM - 11:15 AM * BAL HARBOUR LOUNGE	
MASTERCLASS	THE FANCENTRIC FUTURE 11:15 AM - 12:00 PM	
CONFERENCE	VIEWLIFT OTT PLATFORM OVERVIEW & CASE STUDIES 12:10 PM - 12:30 PM	
NETWORKING	LUNCH 12:30 PM - 2:00 PM * F&B STATION	
MASTERCLASS	SPORTS ADAPTING TO SHORT FORM (SOCIAL MEDIA/UGC) 2:00 PM - 2:45 PM	
MASTERCLASS	NFTS: A NEW REVENUE STREAM 3:00 PM - 3:45 PM	
NETWORKING	WRAP-UP DRINKS 4:00PM - 5:00 PM	
NETWORKING	NBA GAME: DETROIT PISTONS VS. MIAMI HEAT 7:30 PM -9:30 PM	