

Experience Day

11. May 2022

Opening Ceremony with Donata Hopfen (DFL) & Michael Brill (D.LIVE) 10:00

Innovation Game "Broadcast & Content" 10:35 - 12:00

- 10:35 **How to combine Hostbroadcasting Services and the demand for individual content**
Tim Achberger (Sportcast)
- 11:10 **WSC Sports - Innovating the use of video across sports media**
Yitav Topaz and Ido Ratzon (WSC Sports)
- 11:25 **Evertz - Live Cloud production with data-driven production elements**
Mo Goyal and Sebastian Ruchti (Evertz)

12:00 **COFFEE BREAK** presented by **ROSS** **LUNCH BREAK** presented by  WSC Sports

Innovation Game "Sports-Performance & Technology" 13:30 - 14:35

- 13:30 **Innovative Officiating Technology and Sports Data Use Cases**
Christian Holzer and Dr. Hendrik Weber (Sportec Solutions)
- 14:05 **Coachwhisperer - The worlds first live communication and monitoring system**
Philipp Zacher (Coachwhisperer)
- 14:20 **KINEXON - Introducing a new protagonist to the game - the connected ball**
Maximilian Schmidt (Kinexon)

15:00 **COFFEE BREAK** presented by **ROSS**

Innovation Game "Fan Experience & Stadium" 16:00 - 17:05

- 16:00 **How the Bundesliga is creating an innovation ecosystem and shaping tomorrow's fan experience**
Moritz M. Mücke (DFL)
- 16:35 **collectID - How technology is advancing sports merchandise**
David Geisser (collectID)
- 16:50 **TIVIDOO - Fan Experience Multiverse - Bring your fans back home**
Tobias S. Gramm (TIVIDOO)

SportsInnovation Award 17:05 - 17:35

- 17:05 **Award Ceremony**
Alexander Günther (Sportcast), Jon Abraham (SportsPro Media)

Aftershow Party 18:30 - 01:00
presented by D.SPORTS

Speakers Dinner 19:00 - 22:00
presented by AWS

Vision Day presented by 

12. May 2022

Opening with Andreas Heyden (DFL) & Derek Rae 10:00

Content Track "Sports-Performance & Technology" 10:15 - 12:00

- 10:15 **Sports in the Metaverse**
Shelly Palmer (The Palmer Group)
- 11:00 **A fan-centric approach to video officiating**
Tony Page (Deltatre)
- 11:20 **New era in sports: Will live data be the x-factor to win Generation Z**
Maximilian Schmidt (Kinexon)
- 11:40 **Machine Learning as a teammate: How data is changing sports today**
Priya Ponnappalli (AWS), Robert Klein (Bundesliga International GmbH)

Content Track "Fan Experience & Stadium" 13:00 - 14:55

- 13:00 **Digital Transformation Panel: How innovations are changing professional sports**
Timm Jäger (EintrachtTech), Andreas Heyden (DFL), Emmanuelle Roger (Immersiv.io), Joshua Helmrich (NFL)
- 13:30 **The Metaverse - Fad, Hype or a true new land of opportunity?**
Dirk Lueth (Upland.me)
- 13:45 **Limitless business opportunities in a Web 3.0 World**
Dirk Lueth (Upland.me), Alexander Schlicher (Fansea)
- 14:00 **The future of sports and live entertainment: Three stadium innovations that will impact tomorrows fan experience**
Skarpi Hedinnson (Los Angeles Rams & SoFi Stadium)
- 14:20 **Change of perspective - A glimpse behind the scenes of Germanys biggest sports betting provider on a Bundesliga Saturday**
Albrecht von Senden (Tipico)
- 14:35 **Stadium Innovations made in Germany**
Birger Naß (DFL), Viviane Schmidt (HPE), Maximilian Fürst (Hertha BSC), Kai Ruben (Borussia Dortmund)
- 15:00 **COFFEE BREAK** presented by  BIT

Content Track "Broadcast & Content" 15:15 - 17:00

- 15:15 **Broadcast-Innovations that will impact the global world of live-production**
Steve Hellmuth (NBA), Laurent Petit (EVS), Michael Reinartz (Vodafone), Haruka Gruber (DAZN), Dr. Steffen Merkel (DFL)
- 15:45 **Immersive Streaming experiences - attracting the next generation with personalised options**
Patrick Mostboeck (Sportradar)
- 16:00 **Next Generation Video Content: How to engage with fans in the future**
Dennis Papirowski (TikTok), Nils Francke (Little Dot Studios Germany), Peer Naubert (DFL), Stefano Deantonio (Infront Italy)
- 16:30 **Technology with a purpose: driving new content creation to connect athletes with fans**
Mario Reis (Olympic Broadcasting Services)
- 16:45 **Sustainability, Story telling, new ways of production - Which innovations are really driving the industry?**
Charly Classen (Sky)