

## 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)