



PROGRAM as of 6 March 2012

Sofitel Copacabana

◆ **Sunday 11 March**

9:00 - 18:00 **Registration & Badge Pick-up**
Foyer, Level E

◆ **Monday 12 March**

9:00 - 18:00 **Registration & Badge Pick-up**
Foyer, Level E

9:00 - 18:00 **Int'l Sports Program Market for Television & New Media**
Foyer & Rio de Janeiro Ballroom, Level E

10:00 - 11:00 **Morning Coffee/Tea Break in the Delegates' Lounge & Bar**
sponsored by INTELSAT
Rio de Janeiro Ballroom, Level E



15:00 - 16:00 **Afternoon Coffee/Tea Break in the Delegates' Lounge & Bar**
sponsored by INTELSAT
Rio de Janeiro Ballroom, Level E



16:00 - 16:30 **Special Press Event**
Legendary Brazilian boxer Acelino "Popo" Freitas visits SPORTELRio 2012 and will address the media at a special Press Event
Flamengo Room, Level E

18:00 - 20:00 **Official Meet'n Greet Party**
Swimming Pool area

◆ **Tuesday 13 March**

9:00 - 18:00 **Registration & Badge Pick-up**
Foyer, Level E

9:00 - 18:00 **Int'l Sports Program Market for Television & New Media**
Foyer & Rio de Janeiro Ballroom, Level E

10:00 - 10:45 **PANEL: Brazilian Sports TV Readies for its Close-Up**
Executives from Brazilian broadcasters share the stage with their Int'l counterparts to discuss current trends in sports content creation, the role of broadband and mobile delivery alongside TV broadcasts, and future plans to deliver the best TV sports fan experience possible.



Moderator:

* Ken KERSCHBAUMER, Executive Director/Editorial, SPORTS VIDEO GROUP

Panellists:

* Raul COSTA JUNIOR, Director of Sports, REDE GLOBO

* German HARTENSTEIN, Managing Director, ESPN DO BRASIL

* Arnaud Le MINTIER, Head of Broadcasting Services, FIFA

* Eduardo ZEBINI, Vice President, FOX LATIN AMERICAN DO BRASIL LTDA

Flamengo Room, Level E

14:30 - 15:15 **PANEL: Using Digital Media to Engage with Fans and Commercialise Content**
This panel will bring together rights owners and digital production companies in order to assess the most effective digital strategies across all platforms increasing fan engagement whilst monetizing content to the max.



Moderator:

* Rachael CHURCH-SANDERS, Editorial Director, MAJOR EVENTS INT'L (MEI)

Panellists:

* Steve AYLES, Director of Commercial, TENNIS AUSTRALIA

* Rhys BEER, Commercial Director, PERFORM

* Steve BYRD, Executive Vice President, STATS LLC

* Mauricio PORTELA, Executive Vice-President, ESPORTE INTERATIVO

Flamengo Room, Level E

◆ **Wednesday 14 March**

9:00 - 18:00 **Int'l Sports Program Market for Television & New Media**
Foyer & Rio de Janeiro Ballroom, Level E