



The Conference Programme's Just Dropped for SPORTEL Monaco 2025

Monaco, 7 October 2025

**LALIGA - SURJ Sports Investment – AWS - Deltatre – Kings League – Fox Sports
Australia - Liverpool FC - PFL - World Rugby –
Bundesliga International**

Business and innovation executive lineup to headline sport media's flagship event

In just under two weeks **SPORTEL Monaco (20 – 22 October)**, will kick off with an exceptional conference lineup featuring both new and familiar faces, showcasing sharp business success with creative innovative trends to bring an exciting blend of international powerhouse front runners together with innovators of today and tomorrow. With sessions at the Speakers Stage venue capturing an exclusive Keynote, expertly led state of the industry Masterclasses and the most immersive innovative tech and customer case studies on the market today, enabling SPORTEL participants to complement their business meetings and gain crucial insight for their strategies of tomorrow.

The highly anticipated Keynote from LALIGA President Javier Tebas, will share the latest solutions from the legendary Spanish league for sports media, offering exclusive take aways to SPORTEL participants. Executive Masterclass panels debating Industry important topics, with notably "investment in Sport and Where is the Next \$1bn Coming From?", in collaboration with SportBusiness (Imran Yusuf), with an impressive CEO lineup featuring, SURJ Sports Investment (Danny Townsend), Kings League (Djamel Agaoua) and PFL (John Martin), will explore which entities are buying in to sport, how those investments are going, and what the future might hold. Of particular focus will be private equity investment in sport and the role of sovereign wealth funds.

Shining the spotlight on creative storytelling, this next blockbuster panel "Hollywood Hits the Paddock: F1 Taking Storytelling to the Next Level" will discuss how crossing over authentic sporting and entertainment global star power can up marketing ante to become a lucrative model for rights holders and sponsors to extend the phenomena and take fan engagement to the next level in an elite sport. Storytellers include AWS (Paul Devlin), Qualcomm's Snapdragon (Julie



Yamamoto) and 26West Sport (Murray Barnett), moderated by Payne Sports Media Rights Strategies (Michael Payne).

"The Bundle Live at SPORTEL Monaco", in collaboration with Unofficial Partner's popular sports media podcast series offers a view from the C-suite where Deltatre (Peter Bellamy), 26West Sport (Murray Barnett) and EBU (Glen Killane), will discuss with Unofficial Partner's Richard Gillis, the biggest stories of 2025 and the people and companies who have had the greatest impact on the sports media industry.

As a nod to the upcoming **SPORTEL Singapore in 2026, (March 24 – 25)**, a regional spotlight session will address "Content Acquisition Strategies for APAC", focusing on how the world's most popular region has in recent years at times struggled to sell media rights within APAC. Regional experts Fox Sports Australia (Marissa Banu-Lawrence), Bundesliga International (Kevin Sim) and Reddentes Sports (Mark Chew), led by SportBusiness (Imran Yusuf), will address what strategies should leagues and broadcasters adopt when seeking to serve viewers and grow in the region.

Pivoting to tech, the conversation turns to "New Live Sports Tech for Tailored Fan Experiences & Personalization", in collaboration with SVG (Ken Kerschbaumer), where the audience will hear how the latest live streaming tools are creating compelling use case experiences for social media, TV networks and OTT platforms. Industry experts including LFP Media (Cyprien Castanedo), Infront Sports & Media (Andreas Kaeshammer), Harmonic, Inc. (Alexandre Paugam) and LiveU (Ophir Zardok), will discuss technology tools that can help broadcasters, federations, leagues and teams grow their fanbase and revenue streams. The audience will learn how to make use of the Cloud, why IP technology is important, and much more. Continuing this theme and expanding the focus to building the brand through data analytics, DTC, sponsorship, behind the scenes and athlete created and archival content, "Building the Brand: Monetizing Sports Content Through Broadcast, Data & Beyond" will discuss further with key international industry players from the sectors, Veritone (Craig Caruso), K League (Min Joo Kim) and Anthem Sports (Carlos Silva) holding a lively conversation with moderator Protocol Group (Lowell Conn).

The Masterclass tech focus culminates with a focus on how is "Generative AI Redefining the Sports Industry" and is already today in the broadcast and digital landscape, from rights, to sponsorship, content creation, production, translating, content distribution, the fan experience to name a few areas. Leading AI solution providers and customers will illustrate concrete use cases with panel collaborator SVG Europe (George Bevir), Veritone (Peter Leeb), WSC Sports (Ido Ratzon), SyncWords (Ashish Shah) and Polish football league Ekstraklasa (Malgorzata Borkowska) taking a 360° look at opportunities and concerns around AI.



"The SPORTEL Monaco conference programme continues to evolve, bringing to the stage the most powerful, creative and innovative lineup to share vision on media and technologies that are redefining the future of sports business. SPORTEL remains the frontrunner and pulse of the industry, providing participants with an environment where they can not only discover new insight, strategies and trends, but also engage with the minds shaping the future of global sports" announced **Loris Menoni, Executive Director, SPORTEL Monaco.**

Global technology powerhouses will take to the stage with their customers for a showcase of panels, presentations and globally successful case studies to illustrate how technology continues to drive the sports media industry to new heights, with fan engagement a strong component of these success stories. "Powering Growth in Sports Streaming: AWS & Deltatre in Action" with both AWS (Paul Devlin) and Deltatre, will present exciting examples of how these two tech giants are enabling sports organizations to thrive in a rapidly changing media landscape.

Deltatre CEO, Andrea Marini, will host LFP Media (Martin Aurenche, Cyprien Castanedo) in this high-level success story session. "Owning Your Sport: How Ligue 1+ is Transforming Fan Engagement, Data & Revenue", with a compelling case study in how a league-driven DTC platform can deliver on these goals and is a viable and innovative model for modern sports media through leveraging OTT technology and a direct relationship with fans, unlocking first-party data, delivering personalized experiences, and generating new, sustainable revenue streams.

Another concrete example is from US OTT platform WURL (Keith Bedford) and partners World Rugby (Gareth Rees) and Transmit (Scott Young), who are "Driving Fan Engagement in the Next Era of Sports and Streaming" through the rise of ad-supported streaming and next-gen ad formats.

Wasabi (Michael Welts, Jonathan Howes), alongside one of the world's most iconic sports brands Liverpool FC (Matthew Quinn) and Scoreplay (Victorien Tixier), will showcase how together they are "Unlocking the Future of Fan Engagement with AI and Cloud Media Strategies" by innovating its media operations to drive deeper fan loyalty and global business impact.

"OKTAGON MMA – The Record-Breaking MMA Powerhouse Redefining Sports Entertainment" and one of the fastest growing sports properties in Europe, will also



take to the stage to show how they are redefining Europe experiences live sports entertainment.

From a production perspective, Spiideo will present "Finding Your AI Entry Points Across the Production Workflow", powered by automated sports content production in thousands of arenas across 500+ global leagues and will showcase how AI-driven cameras, broadcast-optimized tracking, and cloud workflows, producers and broadcasters can integrate Spiideo into professional productions.

Then the XR Sports Alliance (XRSA, Lucy Nguyen), co-founded by Accedo, HBS, and Qualcomm are dedicated to overcoming the barriers to widespread XR adoption in sports will present with partner E1 Series (Laurence Boyd): "Lessons from the First Experimentation Deployment with E1 Series", to outline XRSA's mission to drive large-scale XR sports services by fostering collaboration among technology, media, and sports organizations.

A prestigious panel discussion dedicated to the female leaders transforming the sports business industry during a special Women's Lunch networking event (by invitation only, Twiga, Grimaldi Forum), in partnership with AWS, and moderated by Armel Negret, featuring Seven Seven Six (Alexis Ohanian), Lauren Pedersen (SportAI), NBA (Fiona Wong) and Marathon World Record Holder Paula Radcliffe, who will celebrate the brilliant minds at the intersection of sports media and innovation.

SPORTEL's popular "Pitch Perfect Innovation Contest" will finalise the innovative programme, bringing together select SPORTEL newcomer companies including Pendular, FalconHQ, SyncWords, Fair Vision, Webout You, Vitec, Protern.io, Sportz Interactive and CAMB.AI who have a creative or innovative solution to showcase during their three-minute pitch and two minutes of questions with judges, to win prizes and prestige amongst the audience.

[Check out the full SPORTEL Monaco conference programme](#)

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