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The future of multiscreen sports broadcasting

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Sports broadcasting and media has traditionally acted to set strong benchmarks and trends for the television industry at large given its prominent placement within programming, advertising innovation and viewership statistics. As the multiscreen landscape continues to evolve, new methodologies for both engagement and monetization of sports content are continuing to shift and upend conventional methodology. The challenges, as well as potential, are multifold. While viewers may have more options for where their attention is directed, the capability to capture mindshare across multiple touch-points in a co-viewing manner becomes a big reality with the utmost potential. This is a reality that affects all levels of Broadcast and television related economics on both a micro and macro level. By analyzing both current technological developments and viewer consumption trends across digital devices, we will address how the broadcast industry can leverage shifting attention spans while integrating new formats of advertising monetization that capitalize upon the strengths of the digital ecosystem, while not losing mindshare for the larger screen. We will conduct a detailed review of how premiere sports brands are integrating novel ways to capture engagement on smartphones, tablets and computers will aid in showcasing how alternative sectors of both the television and film industry can strive to create new-found practices for success. We will seek to tie the above data and insight to understand what financial models for the monetization of content will look like in a world that is increasingly digital, progressively fragmented and where engagement, in addition to content, is king.

Biography

Chris Reynolds's entire career has been devoted to television ranging from creating programming, selling cable networks, and developing interactive television solutions. Prior to co-founding OneTwoSee™, his most recently managed Navteq's interactive television product portfolio, as well as the companies B2B and B2C web properties including traffic.com, Navteq.com and Map24.com. While at Navteq, he was also responsible for the delivery of integrated interactive web and telephonic solutions for customers including Mercedes, Sharp and Sony.

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