

MONDAY 20 OCTOBER

	The Bundle Live @SPORTEL Monaco: The View from the C-Suite 09:45 - 10:30
	OKTAGON MMA – The Record-Breaking MMA Powerhouse Redefining Sports Entertainment 10:35 - 10:55
	Finding Your AI Entry Points Across the Production Workflow 11:00 - 11:30
	Investment in Sport: Where is the Next \$1bn Coming From? 11:35 - 12:20
	SPORTEL Sports Bar Finger Food Buffet Lunch - Diaghilev 12:30 - 13:30
	New Live Sports Tech for Tailored Fan Experiences & Personalization 14:00 - 14:45
	Driving Fan Engagement in the Next Era of Sports and Streaming 14:50 - 15:20
	Unlocking the Future of Fan Engagement with AI and Cloud Media Strategies 15:25 - 15:55
	Powering Growth in Sports Streaming: AWS & Deltatre in Action 16:00 - 16:30
	Building the Brand: Monetizing Sports Content Through Broadcast, Data & Beyond 16:35 - 17:20
	TELSTRA Happy Hour - Sports Bar Gallerie Diaghilev Level -1 17:30 - 18:30

TUESDAY 21 OCTOBER

	Generative AI Redefining the Sports Industry 10:00 - 10:45
	XR Sports Alliance: Lessons from the First Experimentation Deployment with E1 Series 10:50 - 11:10
	Regional Spotlight: Content Acquisition Strategies for APAC 11:15 - 12:00
	Women's Networking Panel & Lunch Special Event - TWIGA Restaurant 12:00 - 14:00
	SPORTEL Sports Bar Finger Food Buffet Lunch - Gallerie Diaghilev Level -1 12:30 - 13:30
	Hollywood Hits the Paddock: F1 Taking Storytelling to the Next Level 14:15 - 15:00
	Owning Your Sport: How Ligue 1+ is Transforming Fan Engagement, Data & Revenue 15:05 - 15:25
	A Close-Up on LALIGA: The Next Frontier in Media Strategy, Governance and Audiovisual Fraud 15:45 - 16:30
	Pitch Perfect Innovation Contest 16:35 - 17:30
	Happy Hour - Sports Bar Gallerie Diaghilev Level -1 17:30 - 18:30

WEDNESDAY 22 OCTOBER

	SPORTEL Sports Bar Finger Food Buffet Lunch - Gallerie Diaghilev Level -1 12:30 - 13:30
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EXHIBITION CLOSING @ 16:00



-  MASTERCLASS
-  PRESENTATION
-  NETWORKING