ONE WORLD SCHEDULING
ELIMINATES TRAVEL, TIME ZONES AND JET LAG

EUROPE/AFRICA - CET
14.00 - MIDNIGHT

ASIA - CST
20.00 - 6.00

NORTH/SOUTH AMERICA - US EDT
8.00 - 10.00

PST - 5.00 - 15.00
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GGTECH ENTERTAINMENT

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TUESDAY 22nd SEPTEMBER

8:00 > 9:30 am – US ET
NETWORKING SESSIONS & 1-TO-1 MEETINGS

9:45 > 10:00 am – US ET
OPENING REMARKS

10:00 > 10:45 am – US ET
OPENING SESSION – ESPORTS. A DRIVING FORCE

Tony Hawk is widely regarded as one of the best skateboarders in the world. In 1999, Tony teamed up with Activision to create the Tony Hawk’s Pro Skater video game franchise that became one of the most popular game franchises in history. They and continues to this day. Also respected as a businessman, Tony has launched several successful businesses, including Tony Hawk Foundation in 2002, helping others experience the same excitement he did as a young skateboarder, learning to skate and building the self-confidence. In the midst of the COVID Pandemic he re-releasing his famous Tony Hawk Pro Skater E-Sport, now engaging in the esports field. In this session you will be able to discover more about Tony Hawk, what he is aiming for the future and how gaming can help young people to develop themselves and become professional athletes.
tuesday 22nd september

11:00 > 11:30 am – US ET
study the past, understand the present, predict the future

The esports industry has burst into the mainstream, transforming from a vibrant niche to a central form of entertainment around the world. While esports may have once stood for a subset of sports culture, it has grown into a full industry in its own right. Viewership has exploded, brand investments are on the rise, media and streamers are chasing to increase their fan base. But in the face of so many dire predictions of the future and so much uncertainty, where can we find reassurance? Studying the past can help us improve our ability to reason about how changes happen over time. Understanding the present can help you think through the causes, effects, and significance of things that happened in the past. And if you can reason well about change over time, why not contemplate what the future might hold too?

remer rietkerk
head of esports
newzoo

11:45 > 1:00 pm – US ET
networking sessions & 1-to-1 meetings

1:45 > 2.15 pm – US ET
keeping ahead of changing audience habits

There is no doubt that the size of the esports fan base is growing. The make-up of this audience is as complex as for any established traditional sport and viewers spend hours watching their favorite games being played and following their teams/players. But it is not all about similarities: differences exist across markets, game genres and individual titles, to name a few. Esports is challenging the definition of sports programming and even how we consume entertainment, attracting new audiences and advertisers through new distribution channels.

robbie douek
ceo
blast

roberto rodrigues
head of business development, americas - broadcast services
telstra

nathan lindberg
rVP east
twitch

michael heina
head of esports international division
nielsen

moderator:
jonathan easton
deputy editor
dtve
Nowhere has the impact of fast-evolving digital technology been felt more keenly than in the gaming world, where it has dramatically changed how products and services are developed and managed, and how the industry connects with audiences. It is no different in esports. As the industry keeps up its fast pace of growth, how will the increased exposure of esports to broader audiences evolve the industry? To what extent do those who are driving esports need to look at innovative ways to not only attract new audiences but also to win over potential investors and sponsors?

**3:15 > 3:45 pm – US ET**

**GROWTH THROUGH A DIVERSITY OF REVENUE SOURCES**

From being a relatively niche global market, esports has seen total revenues leap. Spending on esports is projected to surge at a compound annual rate of 18.3% between 2018 and 2023, to reach almost US$1.8bn. Attracting the attention and spending of consumers, especially the younger market, esports presents exciting and potentially unique opportunities for brands, esports companies, leagues, publishers and media. As established sports organizations have found, the best and least risky way to do this is to tap into several sources of revenue rather than one or two main lifelines. This diversity of revenue opportunities reflects the innovative, agile infrastructure of the esports market, and the passion of the consumers.

**4:00 > 5:30 pm – US ET**

**NETWORKING SESSIONS & 1-TO-1 MEETINGS**

**STEVEN BRADLEY**, Consulting Managing Director, Deloitte

**TATIANA TACCA**, Director of Esports, Momentum Worldwide

**JOHNNY WARD**, CEO / Co-Founder, Damage – The Esports Agency
TUESDAY 22ND SEPTEMBER

5:30 > 6:30 pm – US ET
OPENING CONCERT – VR EXPERIENCE (BY INVITATION ONLY)

Join the Esports BAR’s very first VR online experience, with an exclusive DJ-Set by the king of west coast electro Arabian Prince. Arabian Prince is a founding member of the legendary Hip-Hop group N.W.A. alongside Dr. Dre, Ice Cube & Eazy E., pioneering the west coast electro music and producing the Grammy nominated #1 hit song “Supersonic” by JJ Fad. This 1h exclusive DJ-Set is A tribute to music in gaming
What to do once sports is over? Andre Fluellen discusses athlete investing and financial advice, overcoming adversity, and esports. Why he started Beyond the Game and how the parallel of athletes in sports can be a driver to the ones at esports.
A significant tide of venture capital is flowing into esports, underlining once again that esports is not only a digital phenomenon but a global business. Although coronavirus has hijacked live tournaments and events, at the core of the flywheel of change, the esports industry witnessed an opportunity: the pandemic kept people at home, and the interest in esports grew even more.
WEDNESDAY 23RD SEPTEMBER

2:30 > 3:15 pm – US ET
ACTIVATING BRANDS IN LATIN AMERICA

When it comes to esports, there are several countries and regions that come to mind. Japan, South Korea, Europe, America... but not necessarily South or Latin America, right? Not necessarily. **Latin America** is one of the most fast-paced growing markets in the world. New serious competitions, teams are getting more and more professional, and players work hard and responsibly to reach the top, but they don’t match up in revenue just yet. What are the key factors when it comes to investing in Latin America for brands?

3:20 > 4:00 pm – US ET
HELPING BRANDS NAVIGATE THE RIGHT CHANNELS TO ACHIEVE ROI

4:00 > 5:30 pm – US ET
NETWORKING SESSIONS & 1-TO-1 MEETINGS

5:30 > 6:00 pm – US ET
WHEN ESPORTS TASTEMAKERS JOIN FORCES TO SHAPE THE FUTURE

**MODERATOR:**
**PABLO MONTI**
CHIEF CONTENT OFFICER - GAMING & ESPORTS

**LEO DE BIASE**
CO-FOUNDER & CRO
BBL

**JORDI SOLER**
CEO
LEAGUE VIDEOGAMERS PROFESSIONALS (LVP)

**MODERATOR:**
**HADRIEN DUBLANC**
LEAD STRATEGIST
HURRAH

**JAKOB LUND KRISTENSEN**
FOUNDER & CHIEF COMMERCIAL OFFICER
ASTRALIS GROUP

**WOUTER SLEIJFFERS**
CEO
EXCEL ESPORTS

**SCUYLER WINTER JR**
ESPORTS PROGRAM SPECIALIST
PSYONIX

**NICOLE PIKE**
GLOBAL SECTOR HEAD OF ESPORTS & GAMING
YOUGOV

**LISA JENKINS**
VP & ACCOUNT LEADERSHIP
CSM SPORT & ENTERTAINMENT

**MODERATOR:**
**WOUTER SLEIJFFERS**
CEO
EXCEL ESPORTS

**LEONARDO SANTOS**
CEO
LEAGUE VIDEOGAMERS PROFESSIONALS (LVP)

**JORDI SOLER**
CEO
LEAGUE VIDEOGAMERS PROFESSIONALS (LVP)
THURSDAY 24TH SEPTEMBER

8:00 > 9:30 am – US ET
NETWORKING SESSIONS & 1-TO-1 MEETINGS

10:00 > 10:45 am – US ET
KEYNOTE – HOW TO MAKE THE ENTERTAINMENT INDUSTRY THRIVE

Anita Elberse is the Lincoln Filene Professor of Business Administration at Harvard Business School, she develops and teaches an MBA course covering the "Businesses of Entertainment, Media, and Sports," which ranks among the most sought-after courses in the School’s curriculum, and chairs a short executive education program, also named "The Business of Entertainment, Media, and Sports." She chairs a semester-long mentoring program, "Crossover Into Business," that is specifically designed for professional athletes. Recently took on a case study of Ninja, the number one known professional esport figure. She will explore how to thrive in the entertainment industry for brands and athletes, how to develop and execute more effective business strategies and the impacts of the changes on the entertainment industry.

11:00 – 11:30 am – US ET
FIRESIDE CHAT – MORE THAN A RACE. AN INNOVATIVE MINDSET

Esports is about exploring new ideas, and yet making the most of existing concepts can be challenging. This can lead esports organizations into a spiral of constant searching, with high risks at stake. Innovation requires a solid strategy and a clear market vision. This is especially the case during tough times, when you need to be agile in finding what’s best for your customers, and to still deliver the best products or services. The Formula 1 season’s opening calendar was affected in early 2020, but they quickly responded with the launch of the F1 Esports - Virtual Grand Prix series. Since then, the series has achieved record-breaking viewerships.

ANITA ELBERSE
PROFESSOR OF BUSINESS ADMINISTRATION
HARVARD BUSINESS SCHOOL

11:45 > 1:15 pm – US ET
NETWORKING SESSIONS & 1-TO-1 MEETINGS

RACHEL BROOKES
SPORTS JOURNALIST
SKY SPORTS

JULIAN TAN
HEAD OF DIGITAL BUSINESS & ESPORTS
FORMULA 1
THURSDAY 24TH SEPTEMBER

1:45 > 2:15 pm – US ET
HOW CAN ESPORTS ATTRACT POTENTIAL INVESTORS?

Esports investment has made significant strides in recent years. The industry’s strong expected growth trajectory, the potential for diversification and a unique customer base have increasingly made esports more interesting to explore for potential investment opportunities. What are the different ways to invest in esports? How do you identify the right investment for an investor’s capital? Where are the large investments being made – and why? What can we expect in the future? These are just some of the topics we look at to better understand how esports companies can attract potential investors.

MODERATOR:
DEAN TAKAHASHI
LEAD WRITER
VENTURE BEAT

MATTHIEU DALLON
CEO
TRUST ESPORTS VENTURES

SPIKE LAURIE
VENTURE DIRECTOR
HIRO CAPITAL

ADAM SALIM
MENTOR
MENTORCRUISE

BRIAN ZWENER
FOUNDER
BEYOND THE GAME

MATT ARDEN
HEAD OF CONTENT & MEDIA
NBA 2K LEAGUE

2:30 > 3:00 pm – US ET
ONLINE VS. OFFLINE. HOW LEAGUES ARE ADAPTING THEIR MODELS

During the coronavirus crisis, esports has filled the void left by the sports shutdown. For years, esports leagues have tried to emulate traditional sports to reach a larger and more mainstream audience. Since content consumption changed, product adaptations have been necessary: esports leagues have had to adapt in a way that emphasizes their digital-first nature. Why? Typically, competitive video games are played offline in a studio or arena environment. This is where innovation comes in. Re-creating offline competitions while everyone – from players to event producers – was (and still are in many cases) working from home creates a unique set of challenges.

MODERATOR:
SOLENN LAGRANGE
MKT & CREATIVE DIRECTOR
GINX

Phil hubner
HEAD OF BUSINESS DEV & STRATEGY
CHALLENGERMODE AB

IVAN DANISHEVSKY
FOUNDER
ESPORTS CHARTS
THURSDAY 24TH SEPTEMBER

3:30 > 4:00 pm – US ET
ESPORTS AND TV IN LATAM: A SUCCESS STORY OF LEAGUE OF LEGENDS

The emergence of esports in Latin America has seen an alliance between traditional tv broadcasters and Liga Latinoamérica, the League of Legends regional competition. In this panel we will learn how these alliances were created, their value proposition and how esports and tv are growing together.

MODERATOR:
FABIEN PAGET
CEO
17 sports

Landon Gorbenko
Performance coach
gscience

Taylor Johnson
MS Chief Performance Engineer
spacestate

Adriana Vásquez
SubGerente de Televisión
Señal Colombia

Raul Fernandez
Country Manager
Riot LATAM

Rodolfo Ramírez
Head of Sports
Tv Azteca

5:30 > 6:00 pm – US ET
MENTAL HEALTH AND PERFORMANCE IN ESPORTS

Much like traditional sports athletes, those who have found fame in the world of gaming (esports stars and streamers) have begun to highlight the importance of mental health through real, frank conversations about what they are struggling with. 17 Sport is the world’s first sport impact company. Operating at the intersection of (e)sport, business and purpose, will discuss mental health in esports.

MODERATOR:
PABLO MONTI
Chief Content Officer-
Gaming & eSports
TYC

Adriana Vásquez
SubGerente de Televisión
Señal Colombia

Raul Fernandez
Country Manager
Riot LATAM

Rodolfo Ramírez
Head of Sports
Tv Azteca

Richard Papillon
Professional CS:GO Player
Team Vitality

4:00 > 5:30 pm – US ET
NETWORKING SESSIONS & 1-TO-1 MEETINGS
FRIDAY 25th SEPTEMBER

ALL DAY – US EDT

NETWORKING SESSIONS & 1-TO-1 MEETINGS
NEXT STOP

Esports BAR
The World's Esports Business Arena
CANNES