



Exhibition Opening / Apertura de la exhibición | 08:00

9:30 - 9:45	WELCOME & INTRODUCTION <i>BIENVENIDA E INTRODUCCIÓN</i>	<ul style="list-style-type: none"> • Laurent PUONS, CEO, SPORTEL • Martin REY, Co-Founder, LIONS SPORTS & MEDIA • Jorge STRIKA, CEO, J&S ENTERTAINMENT GROUP • Aixa BRIZZIO DOMINGUEZ, Sales Director, PRO ENTER 	
09:45 - 10:00	OPENING ADDRESS - FROM THE PRESIDENT OF THE ARGENTINE OLYMPIC COMMITTEE <i>PANEL DE BIENVENIDA - COMITÉ OLIMPICO ARGENTINO</i>	<ul style="list-style-type: none"> • Mario MOCCIA, President, ARGENTINE OLYMPIC COMMITTEE 	
10:00 - 10:55	LATIN AMERICA: THE REAL LAND OF OPPORTUNITY <i>LATINOAMERICA: LA TIERRA DE LAS OPORTUNIDADES</i>	<ul style="list-style-type: none"> • Callum MCCARTHY, Editor in Chief, SPORTBUSINESS (Moderator) • Robin AUSTERMANN, Head of Europe & LATAM, BUNDESLIGA INTERNATIONAL GMBH • Arnon DE MELLO, Managing Director NBA LATAM, NBA • Guillermo SANTA-CRUZ, Vice President Latin America & US Hispanic, IMG 	
11:15 - 11:35	AI & TARGETED ADS IN SPORTS CONTENT: ENHANCING ENGAGEMENT & REVENUE <i>IA Y ANUNCIOS DIRIGIDOS EN CONTENIDO DEPORTIVO: MEJORANDO LA PARTICIPACIÓN Y LOS INGRESOS</i>	<ul style="list-style-type: none"> • Leonardo ROMBOLA, BDM & Sales Manager, HARMONIC, INC. 	
11:40 - 12:25	REACHING A NEW GENERATION: TRENDS IN STREAMING & DIGITAL CONTENT <i>LLEGAR A UNA NUEVA GENERACIÓN: TENDENCIAS EN STREAMING Y CONTENIDO DIGITAL</i>	<ul style="list-style-type: none"> • Callum MCCARTHY, Editor in Chief, SPORTBUSINESS (Moderator) • Juan BUSCAGLIONE, General Manager, FANATIZ • Lowell CONN, President, PROTOCOL SPORTS MARKETING • Gonzalo LUTHARD, Global Client Partner, SPORTIAN • Barrick PRINCE, Co-Founder, CSN - CREATOR SPORTS NETWORK 	
13:50 - 14:35	AI SHAPING THE FUTURE OF SPORTS: A NEW ERA OF CREATIVITY & INNOVATION <i>LA IA ESTÁ DANDO FORMA AL FUTURO DE LOS DEPORTES: UNA NUEVA ERA DE CREATIVIDAD E INNOVACIÓN</i>	<ul style="list-style-type: none"> • Amir SOMOGGI, Managing Director, SPORTS VALUE (Moderator) • Felipe CABRERA, Business Development Americas, WSC SPORTS • Massimo MAGRI, Chief Commercial Officer, SUPPONOR • Ignacio ITURRASPE, Director, STATS PERFORM 	
14:40 - 15:00	BRS - BEHAVIORAL RECOGNITION SYSTEM <i>BRS - SISTEMA DE RECONOCIMIENTO DE COMPORTAMIENTO</i>	<ul style="list-style-type: none"> • Facundo PARDO, CEO & Co-Founder, BIZID 	
15:05 - 15:35	THE COLLABORATIVE MODEL THAT IS CHANGING THE LANDSCAPE OF PERUVIAN FOOTBALL <i>EL MODELO COLABORATIVO QUE ESTÁ CAMBIANDO EL PANORAMA DEL FÚTBOL PERUANO</i>	<ul style="list-style-type: none"> • Juan José BUSCALIA, Host of DIRECTV SPORTS & CONMEBOL (Moderator) • Hernán DONNARI, CEO & Founder, 1190 SPORTS • Julio GIANELLA, VP of Revenues Peru, 1190 SPORTS • Joel RAFFO, Presidente, CLUB SPORTING CRISTAL 	
15:40 - 16:25	PIONEERS OF PRODUCTION FOR MAJOR SPORTING EVENTS <i>PIONEROS EN PRODUCCIÓN DE GRANDES EVENTOS DEPORTIVOS</i>	<ul style="list-style-type: none"> • Concepción MARTIN MORENO, Argentina Bureau Chief, AGENCIA EFE (Moderator) • José D'AMATO, Country Manager Argentina, Uruguay & Paraguay, GRUP MEDIAPRO • Michael MULLER, Broadcast Director, PANAM SPORTS 	
16:30 - 17:15	IN CONVERSATION WITH JAVIER TEBAS, PRESIDENT, LALIGA <i>EN CONVERSACIÓN CON JAVIER TEBAS, PRESIDENTE, LALIGA</i>	<ul style="list-style-type: none"> • Javier TEBAS, President, LALIGA • Andres ELICECHE, Sports Editor, LALIGA (Interviewer) 	

Exhibition Closing / Cierre de la exhibición | 18:30



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10:00- 10:45	NEW MARKETS FOR IN PLAY SPORTS BETTING - OPPORTUNITIES & CHALLENGES <i>NUEVOS MERCADOS PARA LAS APUESTAS DEPORTIVAS: OPORTUNIDADES Y DESAFÍOS</i>	<ul style="list-style-type: none"> • Jimena AGUDELO SEGURA, Marketing Director, LATAM, ESTELARBET (Moderator) • Sergio FLORIS, Managing Director of Brazil, SPORTRADAR • Santiago GANDARA, Co-Founder & CMO, BETWARRIOR • Danny CITRINOWICZ, CEO & Co-Founder, BIZID 	
10:50 - 11:10	TELEMÉTRICO F1 BY ADRIÁN PUENTE <i>"TELEMÉTRICO" F1 POR ADRIÁN PUENTE</i>	<ul style="list-style-type: none"> • Adrián PUENTE, Sports Journalist, TELEMÉTRICO 	
11:15 - 11:35	TNT SPORTS PRESENTATION <i>TNT SPORTS PRESENTACION</i>	<ul style="list-style-type: none"> • Gustavo MINAKER, Country Manager Chile, Head of Sports & Distribution Southern Cone, WBD LATAM 	
11:40 - 12:00	SHAPING THE FUTURE EXPERIENCES IN SPORTS <i>DÁNDOLE FORMA AL FUTURO DE LA EXPERIENCIA</i>	<ul style="list-style-type: none"> • Tironi Paz ORTIZ, CEO, IMPLY • Cesar SBRIGHI, COO, ELEVENTICKETS 	
12:05 - 12:25	MODERNIZATION AND MONETIZATION OF STADIUMS WITH BETTING COMPANIES <i>MODERNIZACIÓN Y MONETIZACIÓN DE ESTADIOS CON CASAS DE APUESTAS</i>	<ul style="list-style-type: none"> • Ariel SERVETTI, CEO, FANXP 	
14:00 - 15:00	THE BOOM IN WOMEN'S SPORTS: FROM VIEWERSHIP TO COMMERCIAL OPPORTUNITIES <i>EL BOOM DEL DEPORTE FEMENINO: DE LA AUDIENCIA A LAS OPORTUNIDADES COMERCIALES</i>	<ul style="list-style-type: none"> • Alicia MASONI DE MOREA, Vice President, ARGENTINE OLYMPIC COMMITTEE (Opening Address) • Ángela LERENA, Journalist, TNT SPORTS (Moderator) • Natali DORESKI, Co-Founder & Marketing Expert, CINCO YARDAS • Valentina KOGAN, Executive Director, CLUB DE CORREDORES • John P REYNAL, President & CEO, THE WOMEN'S CUP 	
15:05 - 16:00	PITCH PERFECT <i>TONO PERFECTO</i>	<ul style="list-style-type: none"> • Joanna MERCHIE, Conference Director, SPORTEL (Moderator) • Francisco AGUIAR, Founder, BRAND EXTENSION TEAM SA • Albert DECHENT, CMO, ZAPPING • Facundo PARDO, CEO & Co-Founder, BIZID • Barrick PRINCE, Co-Founder, CSN - CREATOR SPORTS NETWORK • Sebastián SANCHEZ FERRAR, CEO & Founder, WOMEN4SPORTS 	
17:00 - 19:00	WRAP-UP DRINKS <i>EVENTO FINAL</i>		

Exhibition Closing / Cierre de la exhibición | 19:00