

# 2023 NBA ALL-STAR TECHNOLOGY SUMMIT

The Grand America Hotel  
Grand Ballroom  
555 South Main Street, Salt Lake City, UT

## FRIDAY, FEBRUARY 17

7:30 a.m. - 8:30 a.m.

**Registration / Breakfast Buffet**

8:30 a.m. - 8:45 a.m.

**Opening Remarks**

Adam Silver

**Welcome**

Ahmad Rashad

8:45 a.m. - 9:25 a.m.

**Panel I: Stream On: How the Rise in Streaming Services is Leading to Increased Competition for Consumer Attention**

Moderator: Wolf Blitzer (Anchor, CNN's *The Situation Room with Wolf Blitzer*)

Panelists

Steve Ballmer (Chairman, LA Clippers)

Marie Donoghue (Vice President, Global Sports Video, Amazon)

Amy Howe (Chief Executive Officer, FanDuel)

Ted Leonsis (Founder, Chairman, Principal Partner & Chief Executive Officer, Monumental Sports & Entertainment)

Neal Mohan (Chief Product Officer, YouTube)

Jimmy Pitaro (Chairman, ESPN & Sports Content)

Luis Silberwasser (Chairman & Chief Executive Officer, Warner Bros. Discovery Sports)

Description

We all spend countless hours streaming content. And with so many platforms to choose from, audiences are more empowered than ever – dropping some services to sign up for others with more appealing or timely programming. In this environment, streamers are looking for ways to stand out from the pack, which has led many to turn to live sports, a singularly powerful draw. This panel will cover the future of streaming and discuss how these services can achieve long-term growth and sustainability.

9:25 a.m. - 9:40 a.m.

**Break**

9:40 a.m. - 10:10 a.m.

**Utah's Tech Boom: A Conversation with Ryan Smith**

Moderator: Poppy Harlow (Anchor, *CNN This Morning*)

With: Ryan Smith (Founder, Qualtrics; Owner, Utah Jazz; Chairman, Smith Entertainment Group)

10:10 a.m. - 10:25 a.m.

**Break**

10:25 a.m. - 11:05 a.m.

**Panel II: Web3 in 2023: What the Push for a Decentralized Internet Means for the Future of Sports and Society**

Moderator: John King (Anchor & Chief National Correspondent, CNN)

Panelists

Campbell Brown (Vice President, Global Media Partnerships, Meta)

Baron Davis (Former NBA All-Star; Entrepreneur & Investor)

Roham Gharegozlou (Chief Executive Officer, Dapper Labs)

John Hanke (Chief Executive Officer, Niantic, Inc.)

Will Hurd (Managing Director, Allen & Company, LLC)

Nicolas Julia (Co-Founder & Chief Executive Officer, Sorare)

Stephen Pagliuca (Co-Owner & Managing General Partner, Boston Celtics; Senior Advisor, Bain Capital; Co-Owner & Co-Chairman, Atalanta B.C.)

Description

Opinions are sharply divided on Web3. Some say it's the future – transforming how we play, shop, learn and live. Others say it's a fad – that virtual spaces will never offer true real-world value. This panel will address the innovation behind future technologies and what it could mean for sports fans.

**11:05 a.m. - 11:20 a.m. Break**

**11:20 a.m. – 11:50 a.m. Playmakers: A Conversation with Bob Iger & Chris Paul**

Moderator: Andrew Ross Sorkin (Columnist, *The New York Times*; Anchor, CNBC)

With: Robert A. Iger (Chief Executive Officer, The Walt Disney Company)  
Chris Paul (NBA All-Star Guard, Phoenix Suns; Philanthropist & Entrepreneur)

**11:50 a.m. - 12:05 p.m. Break**

**12:05 p.m. - 12:45 p.m. Panel III: The Ecosystem of Influence: How Content Creators' Digital and Cultural Capital Shapes Today's World**

Moderator: Stephanie Ruhle (Host, MSNBC's *The 11<sup>th</sup> Hour*, NBC News Senior Business Analyst)

Panelists

CJ McCollum (NBA Player, New Orleans Pelicans; President, National Basketball Players Association)

Charles Porch (Vice President, Global Partnerships, Instagram)

Michael Rubin (Chief Executive Officer, Fanatics; Co-Chair, REFORM Alliance)

Steve Stoute (Founder & Chief Executive Officer, UnitedMasters + Translation)

Casey Wasserman (Chairman & Chief Executive Officer, Wasserman; Chairperson, LA28 Olympic & Paralympic Games)

Strauss Zelnick (Chief Executive Officer, Take-Two Interactive Software, Inc.)

Description

Celebrity has never been more attainable as evidenced by the ever-growing number of digital "influencers." But what does the rise of influencers mean for individuals, brands and society as a whole? This panel will discuss how creators turn their online personas into booming content businesses and how companies can get the most out of their relationships with influencers.

**12:45 p.m. - 1:00 p.m. Break**

**1:00 p.m. - 1:40 p.m. Panel IV: The Evolving Athlete: How Performance-Enhancing Innovation is Transforming Data, Fandom and Sports as We Know It**

Moderator: Ernie Johnson (Host, *Inside the NBA*)

Panelists

Mark Cuban (Entrepreneur, Founder, *costplusdrugs.com*)

Pau Gasol (Six-Time NBA All-Star; Investor; President, Gasol Foundation)

Damian Lillard (Seven-Time NBA All-Star; Philanthropist; Entrepreneur; Recording Artist)

Chiney Ogumike (Two-Time WNBA All-Star; ESPN Broadcaster; Investor)

Vivek Ranadivé (Owner & Chairman, Sacramento Kings)

Tamika Tremaglio (Executive Director, National Basketball Players Association)

Description

Cutting-edge technology is revolutionizing the entire sports ecosystem – from helping athletes with their training, recovery and mental wellness to elevating the fan experience. Billions of dollars are being invested in the sports technology sector every year, and this panel will discuss how recent innovations impact athletes, teams, fans and the broader sports landscape.

**1:45 p.m. Summit Concludes**