

# 2024 NBA ALL-STAR TECHNOLOGY SUMMIT

JW Marriott Indianapolis

Grand Ballroom

10 South West Street, IN

## FRIDAY, FEBRUARY 16

**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: The Attention Wars: Debating Content That Truly Engages Today's Audiences**

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

### Panelists

Mark Cuban (Co-Founder, Cost Plus Drugs; Entrepreneur)

Naomi Gleit (Head of Product, Meta)

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, LA2028 Olympic & Paralympic Games)

### Description

From blockbuster live sporting events to trendsetting creator videos, content today is more varied than ever before. However, with audience attention split among multiple screens, the ways in which these content offerings are formatted, distributed and promoted are as important as the content itself. This panel will discuss the strategies that platforms, businesses and creators are using to engage and grow their audiences.

**9:25 a.m. - 9:35 a.m. Break**

**9:35 a.m. - 10:15 a.m. Panel II: Dream Stream: Future of the Fan Experience**

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

### Panelists

Steve Ballmer (Chairman, LA Clippers)

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

Jay Marine (Vice President, Global Head of Sports & Ads, Prime Video)

Neal Mohan (Chief Executive Officer, YouTube)

Jimmy Pitaro (Chairman, ESPN)

Luis Silberwasser (Chairman & Chief Executive Officer, TNT Sports)

### Description

We are in the midst of a golden age of sports content, when every person with a device has access to unlimited global sports and entertainment options. With rising competition for consumer attention and elevated consumer expectations, how can streamers deliver for their customers? This panel will discuss the next frontier of streaming in sports.

**10:15 a.m. - 10:25 a.m. Break**

**10:25 a.m. - 11:05 a.m. AI and the NBA: A Conversation with Eric Horvitz**

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

With: Eric Horvitz, PhD, MD (Chief Scientific Officer, Microsoft)

**11:05 a.m. - 11:15 a.m. Break**

**11:15 a.m. – 11:55 a.m. Panel III: The AI Revolution: How Game-Changing Tech Will Reshape the Future**

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

Panelists

Deb Cupp (President, Microsoft Americas)

Brad Lightcap (Chief Operating Officer, OpenAI)

Stephen Pagliuca (Chairman, Chief Executive Officer, Founder, PagsGroup; Co-Owner, Managing Partner, Boston Celtics; Co-Owner, Co-Chair, Atalanta Bergamasca Calcio)

Vivek Ranadivé (Owner & Chairman, Sacramento Kings)

John Stankey (Chief Executive Officer, AT&T)

Description

A new wave of generative AI innovations is rapidly transforming every aspect of our lives. What changes can we expect to see in the coming years – even months? And how will AI influence sports and the authentic human experience and emotion that make them great? This panel will explore the technological, athletic and societal questions that AI has surfaced.

**11:55 a.m. - 12:05 p.m. Break / Boxed Lunch Available**

**12:05 p.m. - 12:35 p.m. Indiana Glory: Bob Costas Interviews Larry Bird**

Moderator: Bob Costas (Hall of Fame Broadcaster)

With: Larry Bird (NBA Legend)

**12:35 p.m. - 12:45 p.m. Break / Boxed Lunch Available**

**12:45 p.m. - 1:25 p.m. Panel IV: The Promise of Preventive Health: How Tech-Driven Personalized Care Can Improve Longevity**

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

Panelists

Jerome Adams, MD, MPH, FASA (20<sup>th</sup> U.S. Surgeon General; Executive Director of Health Equity Initiatives, Purdue University)

Pau Gasol (NBA Legend; President, Gasol16 Ventures & Gasol Foundation; Partner, Consello Strive)

Andre Iguodala (Acting Executive Director, National Basketball Players Association)

Sabrina Ionescu (WNBA Player, New York Liberty; Philanthropist; Founder, SI20 Foundation)

Christina Mack, PhD, MSPH, FISPE (Chief Scientific Officer, IQVIA)

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

Description

We all know that injuries are part of sports, but what if they didn't have to be? From AI to genomic (DNA-based) medicine, a new wave of technology promises to identify health risk factors, prevent injuries and illnesses before they happen, and better personalize and optimize recovery, treatment and overall care. This panel will explore how these innovations can promote athletes' health and wellbeing, and also discuss the potential risks of overreliance on technology.

**1:30 p.m. Summit Concludes**