

2026 NBA ALL-STAR TECHNOLOGY SUMMIT

YouTube Theater

FRIDAY, FEBRUARY 13

8:30 a.m. - 9:30 a.m. Registration / Breakfast Buffet

9:30 a.m. - 9:45 a.m. Opening Remarks

Adam Silver

Welcome

Ahmad Rashad

9:45 a.m. - 10:25 a.m. Panel I: The AI Game Changer: How Technology is Transforming Basketball and Beyond

Moderator: Andrew Ross Sorkin (Founder & Editor, DealBook; Columnist, *The New York Times*; Co-Anchor, *Squawk Box*, CNBC)

Panelists

Steve Ballmer (Chairman, LA Clippers)

Matt Garman (Chief Executive Officer, Amazon Web Services)

Fidji Simo (Chief Executive Officer, Applications, OpenAI)

Description

Artificial intelligence is reimagining how we live, work, consume, connect – and even how we cheer on our favorite teams. From immersive new experiences to personalized content, leading AI experts will discuss ways to leverage this revolutionary tech to bring audiences closer to the action – in sports and all across society.

10:25 a.m. - 10:35 a.m. Break

10:35 a.m. - 11:15 a.m. Panel II: The New Content Playbook: Rewriting the Rules of Audience Connection

Moderator: Becky Quick (Co-Anchor, *Squawk Box*, CNBC)

Panelists

David Blyth Hill (President, Hilly, Inc.)

Andre Iguodala (Executive Director, National Basketball Players Association)

Candace Parker (Analyst, NBA on Prime)

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

Hiroki Totoki (President & Chief Executive Officer, Sony Group Corporation)

Description

From the arena to the screen, breakthrough technology is transforming how great stories are created — with the most significant disruptions still ahead. In this conversation, leaders across media, sports and culture will explore what's next for the entertainment industry, how to truly engage today's audiences, and why sports content will be central to the next era of storytelling.

11:15 a.m. - 11:25 a.m. Break

11:25 a.m. - 12:05 p.m. Panel III: Prediction Markets: The Impact on Sports and Beyond

Moderator: Stephanie Ruhle (Host, MS NOW's *The 11th Hour with Stephanie Ruhle*; MS NOW Senior Business Analyst)

Panelists

Shayne Coplan (Founder & Chief Executive Officer, Polymarket)

Bill Hornbuckle (Chief Executive Officer & President, MGM Resorts International)

Amy Howe (Chief Executive Officer, FanDuel Group)

Carsten Koerl (Founder & Chief Executive Officer, Sportradar)

Paul Liberman (Co-Founder & President, Operations, DraftKings)

Luana Lopes Lara (Chief Operating Officer, Kalshi)

Tarek Mansour (Chief Executive Officer, Kalshi)

Description

The surge of interest in prediction markets has disrupted the sports betting landscape, offering new ways to engage with the games we love. While these platforms have the potential to enhance the fan experience, they also present new risks to the integrity of competition. Hear industry leaders talk about the opportunities, the pitfalls, and the yet-unknowns of this quickly evolving space and the impact it could have both within sports and beyond.

12:05 p.m. - 12:15 p.m. Break

12:15 p.m. - 12:55 p.m. Panel IV: Full Stream Ahead: Exploring the Streaming Innovations Revolutionizing Sports

Moderator: Julia Boorstin (Senior Media & Tech Correspondent, CNBC)

Panelists

Bela Bajaria (Chief Content Officer, Netflix)
Mary Ellen Coe (Chief Business Officer, YouTube)
Rick Cordella (President, NBC Sports)
Mike Hopkins (Head, Prime Video & Amazon MGM Studios, Amazon)
Jimmy Pitaro (Chairman, ESPN)
Shay Segev (Chief Executive Officer, DAZN Group)

Description

As change and consolidation shake up the media landscape, basketball fans have never had more ways to consume the game. This panel will explore how streamers are driving the latest industry trends, developing exciting new ways to present the game, and delivering content that fans crave.

12:55 p.m. - 1:05 p.m. Break

1:05 p.m. - 1:45 p.m. Panel V: Winning Over Gen Z: Reaching the Generation Shaping the Future of Fandom

Moderator: Willie Geist (Host, NBC News' *Sunday TODAY*; Co-Host, MS NOW's *Morning Joe*)

Panelists

Deni Avdija (NBA All-Star Player, Portland Trail Blazers)
Adam Mosseri (Head, Instagram)
Jesse "Jesser" Riedel (Founder, Bucketsquad)
Michael Rubin (Founder & Chief Executive Officer, Fanatics)
Casey Wasserman (Chairman & Chief Executive Officer, Wasserman; Chairperson & President, LA28 Olympic & Paralympic Games)

Description

Gen Z is a sweeping social and economic force, driving everything from runway styles and consumer trends to media diets and pop culture. As their tastes continue to shape the digital landscape, this session will dive into the ways content creators and brands are not just engaging but activating the next generation of basketball fans.

1:45 p.m. - 1:55 p.m. Break

1:55 p.m. - 2:35 p.m. Bob Costas in Conversation with President Barack Obama

Moderator: Bob Costas (Hall of Fame Broadcaster)

Featuring: Barack Obama (44th President, United States of America)

2:35 p.m. Summit Concludes