

Coverage Guide to Sports

With U.S. sports rights revenues projected to reach nearly \$35 billion by 2027 ([EMarketer](#)), live sports remain a powerhouse across TV, radio, streaming and social media. The all-new [Sports Summit](#) delves into the innovations transforming fan experience and unlocking new revenue streams. Below are highlights and must-see features at NAB Show that showcase sports.

KEY COVERAGE CONVERSATIONS

[Engaging Audiences through On-Air Talent:](#) Discover how the National Football League (NFL) and other industry leaders leverage on-air talent to elevate content, build fan loyalty and enhance audience connections. Speakers include Jason McCourty, 13-year NFL veteran, Super Bowl champion and NFL game analyst and Tracy Perlman, SVP player operations at the NFL.

Sunday, April 6 | 2:45 PM - 3:30 PM PDT | W1768 Theater 1

[NAB Welcome Session:](#) Stephen A. Smith, one of the most influential voices in sports media, will take the stage for an exclusive conversation on sports entertainment, the shifting media landscape and his career as a powerhouse broadcaster.

Monday, April 7 | 10:00 AM - 11:30 AM PDT | W4543 Main Stage

[Unplugging Sports: The Private Wireless Revolution:](#) A discussion on how FOX Sports and Verizon are unleashing the power of wireless connectivity in live sports production.

Monday, April 7 | 2:00 PM - 2:30 PM PDT | W1768 Theater 1

[The Future of Live Sports Production: Innovation in Real-Time Broadcasting:](#) This session explores technological advancements in live sports production, from ultra-HD streaming to VR and multi-angle views, highlighting partnerships and opportunities for an enhanced fan experience.

Tuesday, April 8 | 1:45 PM - 2:30 PM PDT | W224-W225

[WWE: The Next Era of Sports Entertainment:](#) With WWE entering a bold new chapter, President Nick Khan and Chief Content Officer Paul "Triple H" Levesque are at the helm, shaping its evolution in an ever-changing media and entertainment landscape.

Wednesday, April 9 | 10:30 AM - 11:30 AM PDT | W4543 Main Stage

SPORTS SUMMIT SESSIONS

[Peak Human: Unleashing the Champion Within:](#) Gotham Chopra, co-founder of Religion of Sports dives into the deep cultural impact of sports narratives, and the mythic pursuit of human potential.

Sunday, April 5 | 10:30 AM - 10:45 AM PDT | W1768 Theater 1

[Beyond the Game: Original Content Driving Viewership off the Field of Play:](#) Explore innovative storytelling techniques, see examples of content that drives viewership and learn how leagues, teams, and media partners are pushing the envelope in sports content creation and connecting with fans.

Sunday, April 6 | 11:30 AM - 12:15 PM PDT | W1768 Theater 1

[The Future of Sports Rights: Negotiating in the Age of New Media](#): This session will break down recent trends in media rights negotiations, how new players like social platforms and tech giants are entering the space, and what traditional broadcasters can do to stay competitive.

Monday, April 7 | 12:30 PM - 1:15 PM PDT | W224-W225

[FAST Play: How Free Ad-Supported Streaming is Changing Sports Broadcasting](#): As FAST (Free Ad-Supported Streaming TV) channels continue to disrupt the media landscape, sports broadcasting is undergoing a seismic shift.

Monday, April 7 | 1:15 PM - 2:00 PM PDT | W224-W225

[Fireside Chat with Portia Archer: Breaking Barriers — Lessons from the rise of women's tennis and the future of women's sports](#): AWTA (Women's Tennis Association) CEO Portia Archer explores how the WTA is elevating women's sports, championing its athletes and using its platform to deliver positive impact beyond the sport.

Monday, April 7 | 2:45 PM - 3:30 PM PDT

[Empowering Athletes: The Rise of Player-Owned Media in the NIL Era](#): Dive into strategies for partnering with athletes, maximizing exposure and driving revenue while staying compliant. Learn how agents set their clients up for success and how it affects your negotiating power.

Tuesday, April 8 | 11:15 AM - 12:00 PM PDT | W224-W225

TOP SPEAKERS

- [Portia Archer](#), CEO, Women's Tennis Association
- [Gotham Chopra](#), co-founder at Religion of Sports
- [Joaquin Duro](#), EVP, Sports, NBCUniversal Telemundo Enterprises
- [Steven "Claw" Jalicy](#), senior director, streaming & broadcast distribution, ESL FACEIT GROUP
- [Nick Khan](#), president, WWE
- [Brian Lawlor](#), president, Scripps Sports
- [Paul "Triple H" Levesque](#), chief content officer, WWE
- [Jason McCourty](#), athlete/host, NFL Network
- [Sandy Nunez](#), VP, on-air talent management, NFL Network
- [Tracy Perlman](#), SVP, player operations, NFL
- [Michael Raimondo](#), VP, Broadcast Technology at PGA Tour
- [Stephen A. Smith](#), Television Host, ESPN

Search sports-related education and workshop [sessions](#) at NAB Show.

ON THE SHOW FLOOR

Don't miss hands-on experiences showcasing the latest in sports tech, AI-powered content creation and next-gen fan engagement.

- **[Reimagining Sports Media Through AI-Powered Transformation](#)** – See how Microsoft and its global ecosystem of partners are transforming the sports industry with AI through a journey of interactive demos that illustrate the capabilities needed to deliver fan-focused content and highlight key aspects of the transformation process, from understanding business needs to implementing cutting-edge technologies, for enhanced performance and fan engagement.

- [Live Esports Racing Challenge](#) – Presented by AWS and NVIDIA. Feel the adrenaline of Formula 1 racing with this interactive simulator challenge. Compete on the Las Vegas Grand Prix track, analyze your performance with AI-powered F1 Insights, and step into a real post-race interview. See the power of live cloud production in action.
- [AWS: Amazon Nova Racing Experience](#) – Presented by AWS. Design your own F1 circuit using AI-powered insights and race it in a high-speed 3D game.
- [Sports Business Hub](#): Discover the latest tools and tech for engagement and how to monetize the fan experience.

FEATURED EXHIBITORS

- AWS - W1701, W235LMR, W4331, WL5
- ARRI - 1039
- Avid Technology - SL1516
- Blackmagic Design - SL216, SL8016
- Canon U.S.A. - N2103, N263BLMR
- Ross Video - SL206
- Sony Electronics Inc. - - Diamond 3&4, N254LMR, N256LMR, N258LMR, N260LMR, N439
- Verizon Business - W2530

Search all sports-related [Exhibitors](#) at NAB Show.

THOUGHT LEADERS AVAILABLE FOR INTERVIEW

The following thought leaders voluntarily agreed to participate in media interviews for pre-show or onsite coverage. Listing does not imply endorsement.

Rob Carolla, VP, Public & Media Relations, Pro Volleyball Federation

Requests for interview: rob@provolleyball.com

Speaking: [Powering the Live Streaming Spike: How Pro Volleyball Federation and LTN Deliver the League's Record-Breaking Production and Multi-Platform Distribution Play](#)

EXPERT QUOTES

The following thought leaders at NAB Show submitted these quotes for journalists to use in publication. Quotes should be attributed to the person listed, not NAB Show. Use of quotes does not imply endorsement.

Lisa M. Watts, CEO, CREE8

Requests for interview: lisa@cree8.io

“The future of live sports broadcasting isn’t just about faster delivery—it’s about smarter, more agile workflows that connect global teams in real time. Cloud-native solutions are breaking down geographic barriers, enabling editors and social media teams to collaborate instantly on high-quality content from anywhere in the world. By leveraging cloud-based infrastructure, broadcasters can not only accelerate production timelines but also reduce costs and environmental impact, setting a new standard for the industry.”

Speaking: [From Camera to Cloud: Unlocking Global Collaboration and Real-Time Editing for Live Sports](#)

Download a list of all quotes and thought leaders available for interview [here](#).

Have questions? Contact the NAB Show Media Relations Team at media@nabshow.com.